



## **Roger Cleveland-Designed Mack Daddy 2 Wedges Announced By Callaway Golf**

**Larger Grooves and Custom Sole Grinds Offer More Spin and Short Game Versatility  
Callaway Launches "Wedgeducation" Series of Original Content**

CARLSBAD, Calif., June 27, 2013 /PRNewswire/ -- Through a series of videos featuring Chief Club Designer Roger Cleveland, Callaway Golf Company (NYSE: ELY) today introduced the Mack Daddy™ 2 line of wedges. Already played on TOUR by Staff Professionals such as Phil Mickelson and [Chris Kirk](#), the new forged wedge features larger grooves for more spin, a soft carbon steel for greater feel, and custom sole grind options to provide versatility for a golfer's demands around the green. The Callaway-produced series of videos, titled "Wedgeducation," feature Roger Cleveland and Callaway's Director of Fitting & Instruction, Randy Peterson, and are posted on [www.CallawayGolf.com/wedgeducation](http://www.CallawayGolf.com/wedgeducation). The series of videos will guide golfers through short game tips and provide advice and instruction on how to get the most out of the scoring clubs. The Mack Daddy 2 Wedges will be available at golf retailers nationwide and on [shop.callawaygolf.com](http://shop.callawaygolf.com) on July 12, 2013.

Detailed in the videos is the new 5V Groove Pattern that is engineered into the wedges with 56-degrees of loft and higher. This groove pattern provides wider, more aggressive grooves that increase spin and thus promote more control around the green. In fact, the new groove pattern is 39 percent larger and produces 25 percent more spin than its predecessor\*.

"Golfers ask their lob wedges to perform a lot of different shots so it's important to design these wedges to be extremely forgiving and versatile," said Roger Cleveland. "And that's what we've done with these new grooves and the added custom grind options. The MD2's will be a must for the golfer who wants to perform to his or her best in the toughest of conditions."

The lower lofted wedges also feature the wider grooves, but with a larger angled draft (20-degrees versus 5-degrees) creating the necessary spin to seek a back pin or hit certain shots. All of the Mack Daddy 2 wedges feature a unique Lasered Micro Groove for added face roughness.

There are three custom sole grinds available in the Mack Daddy 2 Wedge line in both the 58- and 60-degree clubs:

### **U-GRIND**

The U-Grind, which Phil Mickelson inspired, has a concave sole and the tightest radius of the three grind options, which significantly relieves the heel and toe. This allows the leading edge to stay low and under the ball when opening the face to add loft. This grind is versatile in both firm and soft conditions.

### **C-GRIND**

The C-Grind is also relieved in the heel and toe to prevent golfers from creating too much bounce when opening the face. The depth of the sole is narrow to help facilitate proper contact and to allow the wedge to perform in all conditions, firm or soft.

### **STANDARD GRIND**

The S-Grind -- or Standard -- is relieved in the heel only, and is best suited for firmer playing conditions. This grind is fitting for the golfer who does not want to add loft for a shot and instead play it with a square face.

The carefully detailed shape of the Mack Daddy 2 wedges is inspired by Callaway's most popular wedges of the past -- the X Forged '08 -- and was honed by Roger Cleveland after thorough consultation with the world's best players. The wedges will come in two finishes: a Slate finish that looks fresh from a workshop bench, and a milky Chrome finish with a smoky, muted rich look that reduces glare.

At launch, there will be 52-, 56-, 58- and 60-degree options available. A second wave of options will follow in November, including a 47-, 50-, 54- and 64-degree options, and additional sole grind offerings for the 56-degree wedge.

Callaway's new Mack Daddy 2 Wedges will be available for the new product introduction price of \$119.00.

For more information about the Mack Daddy 2 Wedges, please visit [www.CallawayGolf.com/wedgeducation](http://www.CallawayGolf.com/wedgeducation) To keep up with other Callaway original content, product news and Tour information, please connect with us on Twitter [@CallawayGolf](https://twitter.com/CallawayGolf).

*\*5V groove found in 56\*, 58\*, 60\*64\* wedges, 25% more spin claim based on full shots hit out of the rough compared to 2011 Callaway Forged Wedge*

#### **About Callaway Golf**

*Through an unwavering commitment to innovation, Callaway Golf Company (NYSE:ELY) creates products designed to make every golfer a better golfer. Callaway Golf Company manufactures and sells golf clubs and golf balls, and sells golf accessories under the Callaway Golf® and Odyssey® brands worldwide. For more information please visit [www.callawaygolf.com](http://www.callawaygolf.com) or [shop.callawaygolf.com](http://shop.callawaygolf.com).*

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