



Callaway Golf Introduces The Big Bertha And Big Bertha Alpha Drivers

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#BerthasBack

CARLSBAD, Calif., Dec. 2, 2013 /PRNewswire/ -- Today Callaway Golf Company (NYSE: ELY) announced two new drivers for the 2014 season, Big Bertha and Big Bertha Alpha. The iconic Big Bertha brand name is synonymous with innovation, technology and performance leadership, and these new products deliver. The Big Bertha Driver debuts the company's Adjustable Perimeter Weighting technology, an innovative sliding weight that can be moved around the perimeter of the driver head to help individuals produce longer, straighter drives. The Big Bertha Alpha Driver is the first driver to enable independent adjustments of four significant performance characteristics to promote distance: loft, lie, Center of Gravity (draw) bias, and – most innovatively – Center of Gravity height.

Callaway has released content and product information to media via a Flipboard Magazine, which can be viewed here:

<http://flip.it/2UVdH>

Both drivers will be available at golf retailers nationwide in February 2014.

For more information and product-specific content, please visit www.CallawayGolf.com. To keep up with other Callaway original content, product news and Tour information please connect with Callaway on Twitter [@CallawayGolf](https://twitter.com/CallawayGolf) and follow us on [Facebook](https://www.facebook.com/CallawayGolf).

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.

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