



Odyssey Golf Introduces O-Works Putter Line With Microhinge Technology

CARLSBAD, Calif., Jan. 9, 2017 /PRNewswire/ -- Odyssey Golf has set the standard for industry-leading innovations for more than 20 years. The latest is Microhinge technology, announced today and featured in the new O-Works putter line.

Microhinge technology consists of two pieces: a 304 stainless steel Hinge Plate backed by a soft thermoplastic elastomer inner layer. The Hinge Plate is populated with "microhinges" designed to gently flex and rebound at impact to impart forward spin. That helps start the ball rolling immediately, smoothly and accurately. Odyssey robot tests indicate that Microhinge technology promotes almost twice as much forward-spin as Odyssey's Fusion RX insert.

The Microhinge insert and elastomer inner layer are co-molded to ensure they fit together perfectly, which is essential to achieving the performance and feel targeted by Odyssey engineers.

A deliberate, 23-step production process is required to complete each insert. The Thermoplastic elastomer inner layer measures 46 on the Shore D hardness scale, making it softer than the cover of the average Tour golf ball. That creates a uniquely soft-and-satisfying feel that should appeal to golfers of all types.

The O-Works lineup consists of four popular Odyssey blade shapes -- #1, #1W, #2, #9 – and four mallet shapes #7, #7 Tank, 2-Ball, V-Line Fang CH and R-Line. Tank versions of the #1 and #7 are also available.

Blades incorporate Odyssey's new Versa-T alignment system to further enhance accuracy. Versa-T combines the alignment benefits of our Versa line's contrasting black and white color scheme with the alignment benefits of our Big T alignment lines, making it extremely easy to determine precisely where the face is aimed.

"Tour pros are much better putters than amateur golfers, partly because Tour pros impart forward-spin at impact for a smooth, accurate roll," said Austie Rollinson, Chief Designer at Odyssey. "Microhinge technology promotes the kind of Tour-level forward-spin that can immediately help golfers at any level putt better."

The new product introduction retail price for each O-Works model is \$229.99. All models are available in left handed except the #2. Grip options include SuperStroke Slim 2.0 with CounterCore Technology, SuperStroke Pistol GT Tour with CounterCore Technology, and SuperStroke Tank.

For imagery and more information, please visit www.OdysseyGolf.com

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.

#1 Putter on Tour claim based on combined 2015-2016 usage on the U.S. PGA, PGA European, LPGA, JGTO, Web.com and Champions Tours.

Media contact:

Scott Goryl

Callaway Golf / Odyssey Golf
scott.goryl@callawaygolf.com

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