



## **Callaway Golf Announces the Most Ambitious Series of Product Introductions In The Company's History; New Drivers, Woods, Irons, Putters and Balls Will Soon Reach the Marketplace**

CARLSBAD, Calif., Nov 15, 2001 /PRNewswire via COMTEX/ -- Callaway Golf Company (NYSE: ELY) enhanced its longstanding reputation for innovation today by announcing the introduction of seven new golf equipment products. The innovative new products run the gamut from an oversized driver with a composite head to high-performance premium golf balls, and each of these products has been created to make the game of golf more enjoyable for average golfers and skilled players alike.

"This represents the most dramatic group of product introductions in the history of our Company," said Ron Drapeau, president, CEO and chairman of Callaway Golf. "We have always been a product-driven company, fueled by the amazing accomplishments of our world-class research and development department. As fate would have it, we are now in a position where several separate R&D projects have come to fruition at the same time. Each of these new products represents a step forward for Callaway Golf and the state of golf technology. So we will soon be bringing these seven new products to market, and we think golfers around the world will find them as exciting as we do."

All of the new products being introduced today fully conform to USGA and R&A rules and are approved for tournament and recreational play around the world. The complete lineup includes:

- Big Bertha(R) C4(TM) Driver - The largest, most forgiving driver design Callaway Golf has ever created. This driver has a clubhead made of Compression Cured Carbon Composite material with tungsten-loaded urethane around the perimeter.
- Big Bertha Steelhead(TM) III Driver and Fairway Woods - The latest addition to the best-selling, tour-proven Big Bertha Steelhead lineage is a complete line of stainless steel woods with an advanced version of Variable Face Thickness (VFT) Technology.
- Big Bertha Stainless Steel Irons - A progressive new design that takes the original 1994 Big Bertha Iron concepts to a new level of unmatched forgiveness and fun in stainless steel irons.
- HX(TM) Blue and HX Red golf balls - Callaway Golf's new flagship ball is the next generation of golf ball aerodynamics, as these balls feature the proprietary tubular lattice network that is unlike any other ball cover on the market.
- CTU 30(TM) Blue and CTU 30 Red golf balls - The technologically advanced successor to the Rule 35(R) ball, this new line of solid-core three-piece golf balls has one of the world's thinnest cast thermoset urethane covers and enhanced aerodynamics.
- Odyssey(R) White Hot(R) "2-Ball" Putter - A one-of-a-kind putter design with two golf ball-sized discs that serve as an exceptionally effective alignment aid that can dramatically improve putting accuracy.
- Odyssey White Hot Rossie(R) Putter - An updated version of a modern classic with the soft feel and solid performance of White Hot insert technology.

"Each of these new products is distinct and different in design, but they all share a common principle -- to help average golfers enjoy the sensation of hitting good shots more often," said Richard C. Helmstetter, senior executive

vice president of research and development and chief of new products for Callaway Golf. "We fully expect that a lot of these products will get significant use on the world's professional tours. But our focus is squarely upon making clubs and balls that offer more forgiveness, the potential for more distance and the opportunity to have a lot of fun while playing golf."

These new products will be rolled out over coming months. CTU 30 balls are scheduled to ship to retail accounts in November, the new clubs and putters are due to ship in January 2002, and the HX golf balls are expected to be available at golf shops in March 2002. Each product will be supported by new advertising campaigns and through early use by Callaway Golf Staff Professionals on the world's tours. These efforts are intended to create strong retail demand for this slate of new products.

"No other golf manufacturer is capable of introducing such a comprehensive array of outstanding new products," said Mick McCormick, Callaway Golf's executive vice president for global sales. "Coupled with our existing products -- including the Big Bertha ERC(R) II Forged Titanium Driver, Big Bertha Hawk Eye(R) VFT(R) Titanium Drivers and Fairway Woods, Hawk Eye VFT Tungsten Injected Titanium Irons, Steelhead X-14(R) Irons, Odyssey Putters and CB1(TM) golf balls -- Callaway Golf stands alone in offering so many premium products for golfers to choose from. Our sales force is energized and prepared to start taking orders from our retail accounts, and we're looking forward to providing the world with the opportunity to enjoy the game by using Callaway Golf products."

"We have coordinated our production schedules to ensure prompt delivery and adequate supply for all of our products," Drapeau added. "This new product launch shows Callaway Golf's ongoing and unyielding commitment to the vision of Ely Callaway -- to make products that are 'demonstrably superior and pleasingly different,' and that help golfers of all skill levels enjoy the great game of golf."

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods and Irons, including Big Bertha ERC(R) II Forged Titanium Drivers, Big Bertha C4(TM) Compression Cured Carbon Composite Drivers, Big Bertha Hawk Eye(R) VFT(R) and Big Bertha Hawk Eye VFT Pro Series Titanium Drivers and Fairway Woods, Big Bertha Steelhead(TM) III Stainless Steel Drivers and Fairway Woods, Hawk Eye VFT Tungsten Injected(TM) Titanium Irons, Big Bertha Stainless Steel Irons, Steelhead X-14(R) and Steelhead X-14 Pro Series Stainless Steel Irons. Callaway Golf Company also makes and sells Odyssey(R) Putters, including White Hot(R), TriHot(TM), and Dual Force(R) Putters. Callaway Golf Company makes and sells the Callaway Golf(R) HX(TM) Red and HX Blue balls, Rule 35(R) Firmfeel(TM) and Softfeel(TM) balls the CTU 30(TM) Red and CTU 30 Blue balls, and the CB1(TM) Red and CB1 Blue balls. For more information about Callaway Golf Company, please visit our Web sites at [www.callawaygolf.com](http://www.callawaygolf.com) and [www.odysseygolf.com](http://www.odysseygolf.com) .

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