



Callaway Golf Introduces Big Bertha Steelhead X-14 Pro Series Irons Blending Blade-like Appearance With Forgiveness

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CARLSBAD, CA, October 24, 2000 – Callaway Golf Company (NYSE:ELY) is introducing the Big Bertha® Steelhead™ X-14® Pro Series Irons, a new design based on the tour-proven Big Bertha Steelhead X-14 Irons introduced this past January. Richard C. Helmstetter, Senior Executive Vice President of Research and Development and Chief of New Products, and Chief Designer Roger Cleveland have teamed to create these exceptional new irons.

"There are many golfers who prefer blade irons, and so we took on the challenge to design and build a set of irons with a 'blade-like' shape and performance features that appeal to better players – while still delivering the exceptional forgiveness for which Callaway Golf clubs are known around the world," Mr. Helmstetter said. "This is the combination we have built into the new Steelhead X-14 Pro Series Irons. Rather than just tweaking the current Steelhead X-14 design, we took the same design principles and engineered an entirely new set of irons that meet our goals for aesthetics, playability and performance."

The Steelhead X-14 Pro Series Irons have been created to complement the best-selling Steelhead X-14 Irons. The Steelhead X-14 Pro Series Irons have a new reduced offset hosel configuration that provides better players with more control over the trajectory of their iron shots. Variable Face Thickness (VFT) Technology is used to shift the center of gravity more toward the heel area of the iron, increasing workability and shotmaking. A unique smoke-polished finish, combined with a higher toe, thinner topline and shorter blade length, gives the Steelhead X-14 Pro Series Irons a classic, powerful appearance. The Steelhead X-14 Pro Series Irons also include a series of six wedges, allowing golfers the opportunity to customize their set configuration with precision. The wedges have specially modified box grooves for more spin control in the short game.

The Steelhead X-14 Pro Series Irons incorporate such Callaway Golf design hallmarks as S2H2® (Short Straight Hollow Hosel) and Tru-Bore® Technology for unmatched perimeter weighting and feel. The Steelhead X-14 Pro Series Irons are also designed with Callaway Golf's patented 360-degree variable undercut channel to help move weight toward the perimeter of the clubhead for enhanced forgiveness and solid feel on every shot.

Steelhead X-14 Pro Series Irons are available in 1-iron through 9-iron and six wedges with proprietary Constant Weight Rifle steel shafts. Availability is expected in January 2001.

Callaway Golf Company makes and sells Big Bertha® Metal Woods and Irons, including Big Bertha ERC™ II Forged Titanium Drivers, Big Bertha Hawk Eye® VFT™ Titanium Drivers and Fairway Woods, Great Big Bertha® Hawk Eye Titanium Drivers and Fairway Woods, Big Bertha Steelhead Plus™ Stainless Steel Drivers and Fairway Woods, Hawk Eye Tungsten Injected™ Titanium Irons, Steelhead™ X-14® and Steelhead X-14 Pro Series Stainless Steel Irons, and Bobby Jones® and Carlsbad Series™ Putters. Callaway Golf Company also makes and sells Odyssey® Putters, including White Hot™, TriHot™, and TriForce® Putters. Callaway Golf Ball Company, a wholly-owned subsidiary of Callaway Golf Company, makes and sells the Callaway Golf® Rule 35™ Firmfeel™ and Softfeel™ golf balls. For more information about Callaway Golf Company, please visit our Web sites at www.callawaygolf.com, www.callawaygolfball.com and www.odysseygolf.com.