



Two More Tour Wins For Callaway Golf Ball Brings First-year Victory Total To 25

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CARLSBAD, CA., November 6, 2000 – Callaway Golf (NYSE: ELY) recorded another pair of wins for its new golf ball yesterday. The victories at the LPGA Mizuno Classic in Otsu, Japan, and the Volvo Masters in Jerez, Spain, give the new Callaway Golf ball a total of 25 worldwide professional wins in just its first year.

Callaway Golf Staff Professional Pierre Fulke won his second PGA European Tour event of the season, using the Callaway Golf “Rule 35™” Softfeel™ (blue logo) ball in a one-stroke victory over Darren Clarke at the Montecastillo Golf Course. Fulke’s win was highlighted by an eagle at the par-five 16th hole – which he reached in two after a big drive with his ERC™ Forged Titanium Driver and a long second shot with his Steelhead Plus™ 5-wood.

In all, Fulke used 13 Callaway Golf® clubs, including a Steelhead Plus 4-wood and Steelhead™ X-14® Irons. The win propelled him from 31st to 12th on the European Order of Merit, and into first place on the European Ryder Cup points list.

Lorie Kane’s sudden-death victory at the Mizuno Classic is her third win this year with a Callaway Golf ball. Using a Firmfeel™ (red logo) model, Kane rallied from a three-stroke deficit with a 6-under-par 66. She birdied the first playoff hole to earn the victory and move up to the fifth spot on the tour money list heading into LPGA Championship.

Kane relied on 12 Callaway Golf clubs in her victory in Japan, including a Hawk Eye® Pro Series Titanium Driver, Steelhead Plus 3-wood and 5-wood, Steelhead 7-wood, Steelhead X-14 Irons and an Odyssey® TriForce® 2 Putter.

Also turning in a stellar performance at the Volvo Masters was Michael Campbell, who used the new Hawk Eye VFT™ Titanium Driver to post the best round of the tournament – a 9-under-par 63 in the final round. Campbell hit 92.9 percent of the fairways while averaging 281.5 yards in driving distance. Three of the top eight finishers at the Volvo Masters used Hawk Eye VFT Titanium Drivers. Callaway Golf Staff Professional Stewart Ginn finished tied for 10th at the IR Senior Tour Championship using a Hawk Eye VFT Titanium Driver and a “Rule 35” Firmfeel ball, while one of the third-place finishers at the PGA Tour Championship also used a Hawk Eye VFT Titanium Driver.

Rounding out a big weekend for Callaway Golf, staff professional Toru Taniguchi finished tied for second at the Ube Kosan Open, moving him into first place on the Japan Golf Tour money list. Taniguchi used 12 Callaway Golf clubs in his victory, including a Hawk Eye Titanium Driver, Steelhead Plus Strong 4-wood and 5-wood, Big Bertha® X-12® Irons and an Odyssey White Hot™ 5 Putter.

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

