



Callaway Golf Company Launches New Web Site

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CARLSBAD, CA., January 25, 2001 – Callaway Golf (NYSE: ELY) today launched a new Web site designed to give worldwide users ready access to more and better information about the Company and its line of "Demonstrably Superior and Pleasingly Different" golf clubs, balls, accessories and Odyssey® Putters.

The new Web site, at www.callawaygolf.com, is easy to navigate and provides timely information on all of Callaway Golf Company's latest products. Among the other Web site features will be in-depth technical notes by Company designers and scientists, a virtual tour of the Company's state-of-the-art golf ball manufacturing facility, links to recent news interviews with golfers like the legendary Arnold Palmer and up-close looks at Callaway Golf Staff Professionals.

As part of the launch of the new site, Callaway Golf is featuring a "Live from the PGA Show" segment to highlight the Company's exciting product launches during the 2001 PGA Merchandise Show in Orlando, Fla. The "Live" page will also carry news from Company Founder Ely Callaway in daily updates through Jan. 29. The segment will be just the first of many live reports that will be brought to users from golf events around the world.

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, 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. Callaway Golf Company also makes and sells Odyssey® Putters, including White Hot™, TriHot™, and Dual Force® Putters. 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.