



Michael Campbell Wins Again Using Callaway Golf's Hawk Eye VFT Titanium Driver

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CARLSBAD, CA., February 6, 2001 – Callaway Golf (NYSE: ELY) Staff Professional Michael Campbell successfully defended his Heineken Open title this past weekend with a thrilling final-round 64 Sunday in Perth, Australia. Campbell birdied 16 of the final 28 holes at the event to win by five strokes.

Campbell used 12 Callaway Golf® clubs at the Heineken Classic, including a Big Bertha® Hawk Eye® VFT™ Titanium Driver, a Big Bertha Steelhead™ 3-wood, a Steelhead Plus™ 5-wood, Big Bertha X-12® Irons and an Odyssey® Dual Force® Putter. Campbell's magnificent tee-to-green performance at the Vines Resort resulted in a driving distance average of 300.4 yards and a greens-in-regulation percentage of 86.1. Campbell also needed only 24 putts in the final round to finish at 18-under-par 270.

Campbell had plenty of company in using a Callaway Golf driver at the Heineken Classic. Callaway Golf led the event in driver usage with 60 drivers in play. That includes 26 Big Bertha ERC™ II Forged Titanium Drivers and 18 Hawk Eye VFT Titanium Drivers. The win is the fourth of Campbell's PGA European Tour career and his sixth international victory since the start of the 2000 season. It is also the second win since Campbell switched to the Hawk Eye VFT Titanium Driver prior to the Linde German Masters last September.

"This was the best I've played so far this year," said Campbell, 31. "The way I'm striking the ball and especially the way I'm putting, my ultimate aim is to win a major."

Joining Campbell in winning with an Odyssey Putter was the champion of the Royal Caribbean Classic, who won his second consecutive Senior PGA Tour event with an Odyssey Putter. The winner used the new Odyssey TriHot™ 3 Putter in the event's opening round, then switched to the new Odyssey White Hot™ 8 Putter for the final two rounds. In all, three of the top four finishers at the event relied on the proven performance of Odyssey Putters.

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™ and Big Bertha Hawk Eye VFT Pro Series 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, and the CB1 Red™ golf ball. For more information about Callaway Golf Company, please visit our Web sites at www.callawaygolf.com, www.callawaygolfball.com and www.odysseygolf.com.