



Per-Ulrik Johansson Signs Endorsement Contract To Use Callaway Golf Clubs And Balls On The PGA Tour

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CARLSBAD, CA., March 29, 2001 – Callaway Golf (NYSE: ELY) today announced that Per-Ulrik Johansson has joined the Company's team of staff professionals. Johansson, 34, has signed a long-term endorsement contract to play Callaway Golf® clubs and balls and to carry a bag with the Company's logo. He is expected to use the new Big Bertha® Hawk Eye® VFT™ Titanium Driver, Steelhead® X-14® Pro Series Irons and the Callaway Golf "Rule 35®" ball beginning at this week's BellSouth Classic.

"Following a very short period of testing, I found I really enjoyed the feel and performance of Callaway Golf clubs and put them straight into my bag – and produced my best performance of the year at the Honda Classic," said Johansson. "As I embark on my first year on the PGA Tour, following 10 years on the PGA European Tour, I am delighted to be part of the Callaway Golf family and look forward to many years of working together."

Johansson first came to golfing prominence as one of Sweden's top junior golfers in the 1980s. He played collegiate golf in the U.S. at Arizona State University, where he was the 1990 NCAA Men's Golf champion. Johansson joined the PGA European Tour in 1991, winning the tour's rookie of the year award. He has since won five times on the PGA European Tour and became the first Swede to represent Europe in two Ryder Cup Matches – 1995 at Oak Hill and 1997 at Valderrama, both European victories.

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.