



Callaway Golf Europe Launches First 3 Store In Store Concepts

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Chessington, UK 15th May 2001 – As part of Callaway Golf's mission to innovate and lead the golf industry in all respects from equipment to merchandising, Callaway Golf Europe today announced that the first 3 store in store concepts would be installed in the next 2 weeks.

Callaway Golf's new corporate identity which consists of the revitalised logo, a new colour palette where green plays a prominent part and a set graphics system has already been introduced in many areas in 2001 from advertising to point of sale.

A whole new merchandising system is now set to hit golf stores over Europe with 40 key stores designated to receive the full shop concept in 2001 with more coming on line in 2002 and beyond. In order to qualify for the full store in store concept, customers offer up between 250 and 1000 square feet (25-95 m2) of space to the Callaway units in order to create a proper "mini shop" feel. Other customers will receive smaller point of purchase display stands with the same look.

The first stores will open w/c May 14th in Glasgow, Paris and Biarritz with many others being installed over the following weeks.

The units have been designed by Minneapolis based design company Entolo who have great experience in this area, creating concepts in the past for companies such as Gateway.

Patrice Hutin, Managing Director of Callaway Golf Europe commented: "Callaway Golf has worked extensively over the last year with Entolo to produce a merchandising concept which is progressive in approach and unique to the golf industry. We and our retail customers are extremely excited about the potential to grow our businesses with the help of the new store concept and about producing a far better shopping experience for the golfing consumer."

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 and CB1 Blue 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.