



Callaway Golf Builds On Ball Technology Success With Introduction Of CTU 30 Blue And Red Three-piece Golf Balls

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CARLSBAD, CA., September 24, 2001 – Callaway Golf (NYSE: ELY) today announced the introduction of the CTU 30™ line of golf balls. This premium ball represents the next step in the evolution of three-piece solid construction golf ball technology, replacing the Rule 35® in Callaway Golf's product line. The CTU 30 Blue and CTU 30 Red balls build upon the tour-proven Rule 35 Softfeel™ and Firmfeel™ models, with added performance benefits for golfers of all skill levels.

The CTU 30 has been named for the ball's innovative cover, which is made of cast thermoset urethane and is just 0.030 inch thick. No other golf ball in the world has a thinner cover. This ultra-thin cover allows for a large, high-energy core for greater potential distance, while the soft cast thermoset urethane material promotes plenty of spin on iron and wedge shots.

"The CTU 30 is the result of refinements and improvements to the technology that we pioneered in the Rule 35 ball," said Richard Helmstetter, senior executive vice president of research and development and chief of new products. "And we wanted to give this new ball a name that reflected the source of its exceptional performance. The thin cast thermoset urethane cover is the key feature that results in such a strong combination of distance, spin and consistency. By taking the Rule 35 technology a step farther, we've made a great ball even better."

CTU 30 balls are available in two models: CTU 30 Blue and CTU 30 Red. Both models offer exceptional performance tee to green, giving golfers the chance to choose the ball that best suits their game and preferences. The CTU 30 Blue ball has a noticeably softer feel with more spin than the CTU 30 Red, which offers a crisp feel at impact and greater distance off the driver while still generating tour-level spin.

One key difference between CTU 30 and Rule 35 golf balls is in the construction of the blue logo ball. The CTU 30 Blue model has a thinner cover than the original Rule 35 Softfeel ball, translating into increased distance and slightly less backspin for the CTU 30 Blue. This change was prompted by input from tour professionals following extensive testing to determine the optimal amount of spin for both the CTU 30 Blue and Red models. Modifications have also been made to the cover casting process, minimizing the seam area of the golf ball to ensure more consistent ball flight and reliable distance control.

In addition to the technologically advanced cast thermoset urethane cover, CTU 30 construction includes a high-energy ionomer boundary layer and a large core made of tungsten-enriched rubber. The ionomer mantle layer helps transfer more energy from club to ball at high speeds, yielding more distance with woods and long irons. Because the core uses heavy tungsten in place of lighter filler materials, a higher percentage of high-grade rubber is utilized to maximize feel and distance.

"Callaway Golf is a pioneer in the field of three-piece solid-construction golf balls," said Ron Drapeau, president, CEO and chairman of Callaway Golf. "The Rule 35 was our initial effort, and our major competitor has since brought similar products to market. We have continued our significant commitment to golf ball research and development, and CTU 30 is the product of that effort. The CTU 30 Blue and Red balls are the direct result of our efforts to create golf balls that make the game of golf more enjoyable for golfers of all skill levels."

Callaway Golf Staff Professionals have been testing prototype versions of both CTU 30 models and strong tour usage is expected.

Callaway Golf is one of the top two golf ball manufacturers in golf ball wins and usage on the world's five major professional tours combined in 2001, and golfers such as Annika Sorenstam and Bruce Fleisher have won multiple times using the Company's various ball models.

CTU 30 Blue and CTU 30 Red balls will be available in three-ball sleeves and 12-ball cubes. The unique design of the color-coordinated packaging includes user-friendly technological information. This is intended to help consumers make an informed choice as to which CTU 30 ball best fits their game. A three-ball sleeve of CTU 30 balls has a suggested retail price of \$12.50, while a 12-ball cube has a suggested retail price of \$50.00. CTU 30 balls are expected to ship to retail accounts in November.

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® HX™ Red and HX Blue balls, Rule 35® Firmfeel™ and Softfeel™ balls, the CTU 30™ Red and CTU 30 Blue balls, and the CB1™ Red and CB1 Blue balls. For more information about Callaway Golf Company, please visit our Web sites at www.callawaygolf.com and www.odysseygolf.com.