



Callaway Golf Company Names John H. Buehler Senior Director of Global Advertising

CARLSBAD, Calif., Jan 16, 2002 (BW SportsWire) -- Callaway Golf (NYSE: ELY) has appointed John H. Buehler to the position of senior director of global advertising, effective Nov. 12, 2001. Buehler reports to Ian Rowden, executive vice president of marketing and chief marketing officer for Callaway Golf.

Buehler is responsible for overseeing and managing Callaway Golf's investment in advertising and will also manage and direct the Company's relationships with its advertising agency partners around the world. Callaway Golf's Advertising Department reports to Buehler.

"John has held numerous account management positions with a wide variety of high-profile clients," said Rowden. "As a result, John brings with him a wealth of worldwide advertising experience in very complex environments."

Buehler has spent the last 10 years at Leo Burnett USA in Chicago, where he most recently was vice president and account director for the company's General Motors business. His list of accounts included GM brands such as Aurora, Intrigue and Alero and the Virginia Slims brand of Phillip Morris. Buehler has a Bachelor of Arts from Dartmouth College and an MBA in Marketing and Finance from the J.L. Kellogg Graduate School of Management.

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods and Irons, including Big Bertha ERC(R) II Forged Titanium Drivers, Big Bertha C4(TM) Compression Cured Carbon Composite Drivers, Big Bertha Hawk Eye(R) VFT(R) and Big Bertha Hawk Eye VFT Pro Series Titanium Drivers and Fairway Woods, Big Bertha Steelhead(TM) III Stainless Steel Drivers and Fairway Woods, Hawk Eye VFT Tungsten Injected(TM) Titanium Irons, Big Bertha Stainless Steel Irons, Steelhead X-14(R) and Steelhead X-14 Pro Series Stainless Steel Irons. Callaway Golf Company also makes and sells Odyssey(R) Putters, including White Hot(R), TriHot(TM), and Dual Force(R) Putters. Callaway Golf Company makes and sells the Callaway Golf(R) HX(TM) Blue and HX Red balls, Rule 35(R) Firmfeel(TM) and Softfeel(TM) balls, the CTU 30(TM) Blue and CTU 30 Red balls, and the CB1(TM) Blue and CB1 Red balls. For more information about Callaway Golf Company, please visit our Web sites at www.callawaygolf.com and www.odysseygolf.com.

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