



Callaway Golf's New Prototype Great Big Bertha II Titanium Driver Claims First PGA Tour Victory

CARLSBAD, Calif.--(BUSINESS WIRE)--Aug. 26, 2002--A new prototype driver from Callaway Golf (NYSE: ELY) was a winner at the NEC Invitational yesterday. The prototype Great Big Bertha(R) II Titanium Driver, which is generating a strong buzz on the PGA Tour and other world tours, was used by a total of 95 golfers across the six professional tour events played this past week -- including the NEC Invitational champion. The winner, who also used an Odyssey(R) White Hot(R) "2" Putter in an impressive four-stroke victory against a glittering field at Sahalee Country Club, had just switched to the prototype Great Big Bertha II Driver this week.

Callaway Golf's prototype Great Big Bertha II Titanium Driver was first put in play by a handful of the Company's staff professionals two weeks ago at the Buick Open. There were 13 of the prototype drivers in play at the PGA Championship, where Callaway Golf Staff Professional Rocco Mediate used one to finish sixth. The strong early response from PGA Tour players prompted Callaway Golf to increase the number of prototype Great Big Bertha II Titanium Drivers available across the world's six major professional tours -- resulting in the exceptional usage numbers from this past week's events.

The prototype Great Big Bertha II Driver was put in play by 10 players at the PGA Tour's limited-field NEC Invitational, 24 players at the Reno-Tahoe Open on the PGA Tour, 20 players at the United Fore Care Classic on the Senior PGA Tour and 21 at the LPGA First Union Betsy King Classic -- where Callaway Golf had an LPGA Tour season-high 55 drivers in play. There were 18 Great Big Bertha II prototypes in play at the Diageo Scottish PGA Championship on the PGA European Tour and one in play on the Buy.Com Tour.

The reason the winner of the NEC Invitational switched to the Great Big Bertha II prototype? He told reporters he was seeking greater accuracy off the tee. The move paid immediate dividends, as he hit 73.2 percent of the fairways at Sahalee -- compared to a season average of 65.1 percent -- and earned the \$1 million first-place check. The winner also used his Odyssey White Hot "2" Putter to post two bogey-free weekend rounds that included some huge par-saving putts.

The prototype Great Big Bertha II Titanium Driver also was prominent at the Reno-Tahoe Open, where two of the top three finishers used the driver. Callaway Golf Staff Professional Charles Howell III finished third with the new driver, posting his best finish of the season in his second event using the prototype Great Big Bertha II Titanium Driver. Howell averaged 325.6 yards off the tee while hitting

- 85.7 percent of the fairways -- an amazing combination of power and precision.

Callaway Golf had a big weekend on the Senior PGA Tour, where Callaway Golf Ball Staff Professional Morris Hatalasky won the United Fore Care Classic with the HX(R) Red golf ball and an Odyssey White Hot 2 Putter. The win was the Company's 40th golf ball win of the season on the world's six major professional tours combined. Callaway Golf had a total of 24 drivers in play at the event to win the Senior PGA Tour driver count for the first time this year. The 20 prototype Great Big Bertha II Titanium Driver in play at the event were enough to beat the nearest competitor, which had 19 total drivers in play.

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods and Irons, including Big Bertha C4(TM) Compression Cured Carbon Composite Drivers, Big Bertha ERC(R) II Forged Titanium Drivers, Big Bertha ERC Forged Titanium Fairway Woods, 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, and Callaway Golf Forged Wedges. Callaway Golf Company also makes and sells Odyssey(R) Putter, including White Hot(R), TriHot(R), and Dual Force(R) Putter. Callaway Golf Company makes and sells the Callaway Golf(R) HX(R) Blue and HX Red balls, the CTU 30(R) Blue and CTU 30 Red balls, the HX 2-Piece Blue and HX 2-Piece Red balls, the CB1(R) Blue and CB1 Red balls, and the Warbird(TM) golf 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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