



## **Callaway Golf Extends Best-Selling Odyssey Golf Putter Brand With Introduction of New Odyssey DFX Putters Featuring Stronomic Inserts**

CARLSBAD, Calif., Sep 30, 2002 (BUSINESS WIRE) -- Odyssey(R) Golf, a brand of Callaway Golf Company (NYSE: ELY), today announced the introduction of a new line of putters featuring its exclusive black Stronomic(R) insert technology. The Odyssey DFX(TM) Putters combine the benefits of Odyssey Golf's proven insert technology with a rich look to create a distinctive new putter line. Odyssey DFX Putters will be available in five models and are currently scheduled to ship to golf shops by January 2003.

Odyssey DFX Putters utilize the Stronomic insert material that has been a worldwide favorite in the Odyssey Dual Force(R) Putters. The Stronomic material used in the new DFX line has been reformulated for optimized performance with today's two-piece and three-piece golf balls, providing a pleasing sound and feel at impact. The Stronomic inserts used in the Odyssey DFX Putters are longer across the face of each putter than the inserts used in the Dual Force line. Using a larger insert made of the lightweight Stronomic material makes it possible to move more weight deep in the putter head to help create less skidding and better roll on the greens.

"There are still many, many professional and amateur players around the world using Odyssey Putters with Stronomic inserts," said Richard C. Helmstetter, senior executive vice president and chief of new products for Callaway Golf. "This is the technology that brought insert putters into the mainstream, and helped make Odyssey Golf the No. 1 putter brand across the world's tours and at retail. We've updated the Stronomic formula to make it more consistent for use with today's golf balls. The Odyssey DFX Putters have a pleasing feel and a firmer 'click' at impact than our Odyssey White Hot Putters, giving golfers another high-performance option when choosing a putter."

In addition to providing a different option in putting feel, the Odyssey DFX Putters also have a distinctive new finish. The charcoal finish reduces glare in bright conditions and highlights each putter's sightlines, which are painted white. The recognizable black Stronomic insert is outlined in white and has a white DFX logo near the heel of the putter. Odyssey DFX Putters are cast from stainless steel and the Stronomic insert is permanently bonded into each putter.

There are five models in the Odyssey DFX Putters line. Each is based on design feedback from tour players and amateur golfers to create a variety of head styles and preferred hosel configurations:

- DFX 1100 -- a face-balanced mallet with full-shaft offset and no hosel.
- DFX 3300 -- a classic heel-toe weighted blade with a unique short hosel and half-shaft offset.
- DFX 5500 -- a scoop-back blade with a standard-length hosel and full-shaft offset.
- DFX 6600 -- a heel-toe weighted blade with a long hosel and full-shaft offset.
- DFX 9900 -- a blade with a wide flange, short hosel and half-shaft offset.

Each of the Odyssey DFX Putters has three degrees of loft and a 70-degree lie angle, and will be available in lengths from 33 to 36 inches. All five models are available in right-hand versions, while the DFX 1100 and 3300 will be available in left-hand versions. Suggested retail price of each Odyssey DFX Putter is \$140.

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods and Irons, including Great Big Bertha(R) II Titanium Drivers, 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-16(TM) and Steelhead X-16 Pro Series 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) Putters, including White Hot(R), TriHot(R), DFX(TM) and Dual Force(R) Putters. 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](http://www.callawaygolf.com) and [www.odysseygolf.com](http://www.odysseygolf.com).

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