



## **Callaway Golf Announces Awards for Top Clubfitters Using the Callaway Golf Custom Fitting Solution**

CARLSBAD, Calif.--(BUSINESS WIRE)--Jan. 27, 2003--Callaway Golf Company (NYSE: ELY) today announced the winners of the Company's first-ever Clubfitter of the Year Awards. The nine golf professionals were honored for their achievements using the Callaway Golf Custom Fitting Solution at their respective facilities. Each of the winners have shown outstanding support for the Company's clubfitting program while providing a valuable service to their customers.

The nine winners of the 2002 Callaway Golf Clubfitter of the Year Awards are, by region:

- James Farrell, Oakwood Country Club, Kansas City, MO - U.S. Central
- Jim Bender, Ardsley Country Club, Ardsley on Hudson, NY- U.S. East
- Scott Sedgewick, Louisville Country Club, Louisville, KY- U.S. Midwest
- Dave Stewart, Fox Hollow Golf Club, New Port Richey, FL - U.S. Southeast
- Douglas Anderson, Collindale Golf Club, Fort Collins, CO - U.S.. West
- Jim Steep, Glendale Golf Club, Winnipeg, Manitoba - Canada
- Rhys Bishop, Premier International Driving Range, Auckland, New Zealand - Australia/New Zealand
- James Langmead, Hele Park Golf Centre, Newton Abbot, Devon, England - United Kingdom / Ireland
- Horst Castan, Castan Golf, Hamburg, Germany, - Continental Europe

The 2002 Callaway Golf Clubfitter of the Year Awards were determined using a variety of criteria, including feedback from the Company's sales representatives, support of the Callaway Golf Custom Fitting Solution, and increased sales of Callaway Golf products after bringing the Fitting Solution on line at their facility. On average, the nine award winners increased their sales of Callaway Golf woods and irons by 65 percent.

The winners of the 2002 Callaway Golf Clubfitter of the Year Awards were recognized at a reception during the 2003 PGA Merchandise Show in Orlando. The winners will also receive an all-expense paid trip to Callaway Golf headquarters in Carlsbad and a free set of custom golf clubs.

The Callaway Golf Custom Fitting Solution program was launched in June 2001 and has grown to include hundreds of golf facilities around the world. The distinctive Callaway Golf Custom Fitting Solution carts are powered by proprietary custom fitting software and ball-flight technology, and are operated by personnel who have received special training from Callaway Golf.

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods and Irons, including Great Big Bertha(R) II 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, 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).

**CONTACT:**

Callaway Golf Company

Larry Dorman

Patrice Hutin

760/931-1771