



## **Callaway Golf Woods, Irons and Putters are #1 Choice of Amateurs At Both the Bob Hope and Pebble Beach Pro-Ams**

CARLSBAD, Calif., Feb 11, 2003 (BUSINESS WIRE) -- Callaway Golf Company (NYSE: ELY) has again emerged as the undisputed brand leader among amateur contestants in the two most prestigious Pro-Am tournaments on the PGA Tour. According to the Darrell Survey, woods, irons and putters made by Callaway Golf were #1 in usage by the combined total of 564 amateur participants in the fields at the recent Bob Hope Chrysler Classic and the AT&T Pebble Beach National Pro-Am. This marks the third consecutive year that Callaway Golf has been #1 in woods and irons at both events, and the third consecutive year that the Company's Odyssey(R) Golf brand has been #1 in putter usage at the Bob Hope Chrysler Classic.

Of the 384 amateurs in the pro-am field at the Bob Hope Chrysler Classic two weeks ago, 164 used Odyssey Putters -- more than two-and-a-half times the nearest competitor's total. Odyssey 2-Ball Putters alone accounted for 63 of the putters in play, making 2-Ball Putters the top model in use by amateurs at the event. Meanwhile, 123 amateurs used Callaway Golf(R) irons, more than double the sets of irons the nearest competitor had in play. And there were 494 Callaway Golf drivers and fairway woods in play, more than double the nearest competitor's total.

Callaway Golf's products experienced similar success with the 180 amateurs in the field at the AT&T Pebble Beach National Pro-Am. A total of 168 Callaway Golf drivers and fairway woods were put in play, compared with 105 for the nearest competitor. There were 48 sets of Callaway Golf irons in use, compared with 36 for the nearest competitor. And Odyssey Golf was again the No. 1 putter brand, with 63 Odyssey Putters in play compared with 45 for the nearest competitor.

"The amateur golfers in these events choose to play whatever golf equipment they believe will help them hit great shots and enjoy the game more," said Ron Drapeau, Chairman, President and CEO of Callaway Golf. "They are not bound by any endorsement deals and are not paid to play someone's brand. The fact an overwhelming majority of them chose to play with Callaway Golf clubs is a strong validation that we make golf equipment that is more satisfying and pleasing to the golfer."

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(R) VFT(R) 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).

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