



Callaway Golf Surges into the Top Spot in Driver Usage as No. 1 Driver Brand Across the World's Major Professional Tours

CARLSBAD, Calif., Mar 17, 2003 (BUSINESS WIRE) -- Callaway Golf Company (NYSE: ELY) has reclaimed the title of the top driver brand across the world's major professional tours combined. A total of 157 Callaway Golf(R) drivers were used on the PGA, Champions, LPGA and PGA European tours combined this past week, compared with 152 drivers for the nearest competitor, according to data from the Darrell Survey Co. and Sports Marketing Surveys Ltd. This is the first time the Company has led the combined driver count in nearly two years. Callaway Golf's return to the top of the driver usage list has been spurred by the strong acceptance of the Great Big Bertha(R) II Titanium Drivers across the world's professional tours, as Great Big Bertha II models accounted for 139 of the Callaway Golf drivers in play.

"When we launched the Great Big Bertha II Titanium Drivers last September, we did so with the intention of taking back the No. 1 driver position across the world's tours," said Ron Drapeau, Chairman, President and CEO of Callaway Golf. "It is clear that tour pros recognize that Great Big Bertha II is a tremendous driver. We have doubled our driver use on the PGA Tour this year. Now, winning the overall combined pro tour driver count is the clearest indicator that Callaway Golf remains the industry leader in performance and innovation."

Drivers are just one of the areas in which Callaway Golf sets the pace on the tours. Callaway Golf is also No. 1 in fairway woods and irons in play across the world's major professional tours combined this year, and Odyssey Golf -- the Company's putter brand -- is the No. 1 putter brand in terms of usage. Here are the usage numbers and results for the week ending March 16, 2003:

-- Drivers: Callaway Golf had 157 drivers, compared with 152 for the nearest competitor. Callaway Golf won the driver count on the PGA, Champions, LPGA and PGA European Tours combined for the week, but not the individual driver count for the PGA European Tour event at Qatar. -- Fairway Woods: Callaway Golf had 473 fairway woods in play, compared with 193 for the nearest competitor. Callaway Golf won the fairway wood count on each of the four major tours in play, and three of the tournament winners used the Company's fairway woods. -- Irons: Callaway Golf had 108 sets of irons in play, compared with 80 for the nearest competitor. The winner of the Qatar Masters used a Big Bertha(R) 2-iron and a set of Steelhead(TM) X-16(TM) Pro Series Irons. -- Putters: There were 210 Odyssey Putters in play, compared with 99 for the nearest competitor. The winner of the SBC Classic used an Odyssey White Hot(R) 2-Ball Putter.

Callaway Golf continues to have the No. 1 driver model on the PGA Tour with the Great Big Bertha II Pro Series, which also is the No. 1 driver model across the world's major professional tours combined. The Great Big Bertha II Pro Series Titanium Driver has been put in play 682 times across the PGA, Champions, LPGA, Nationwide and PGA European tours combined this year -- more than any other single driver model.

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 and www.odysseygolf.com.

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