



Multimedia Available: Callaway Golf Introduces New ERC Fusion Driver; Revolutionary Design Combines High-Performance Benefits of Titanium and Composites

--(BUSINESS WIRE)--

Callaway Golf Company (NYSE:ELY) today officially introduced its new ERC(R) Fusion(R) Driver -- featuring radical new Fusion Technology for explosive performance off the tee. Bearing the initials of Company founder Ely Reeves Callaway, the ERC Fusion Driver represents the most forward-looking design Callaway Golf has ever brought to market. The driver combines a high-performance forged titanium "cup-face" with a lightweight carbon composite body that contains strategically located internal weighting.

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