



Odyssey Golf Announces Line Extension of #1 Putter in Golf by Bringing New Odyssey 2-Ball Blade Putter to Market

CARLSBAD, Calif.--(BUSINESS WIRE)--July 22, 2003--Odyssey(R) Golf, a brand of Callaway Golf Company (NYSE:ELY) today announced the addition of two new models to the best-selling line of Odyssey 2-Ball Putters. The new Odyssey 2-Ball Blade Putters -- available in both White Hot(R) and DFX(TM) models -- combine the benefits of the innovative 2-Ball alignment system with a more compact blade-styled clubhead design. The Odyssey White Hot 2-Ball Blade Putter is scheduled to ship to retail accounts beginning next week, while the Odyssey DFX 2-Ball Blade Putter is expected to ship in September.

"Odyssey 2-Ball Putters have been one of the great success stories to come out of the golf business over the last two years," said Ron Drapeau, Chairman, CEO and President of Callaway Golf. "These putters started a revolution in putter design, and are the top model of putters in play across the combined six major tours as well as the Number One selling putter at retail. Now golfers who prefer a more blade-like putter can experience the many benefits of Odyssey 2-Ball Putters through this exciting line extension."

All previous Odyssey 2-Ball Putters have had large mallet-style heads without hosels. The new Odyssey 2-Ball Blade Putters feature a sleeker head design that is longer from heel to toe and more square from front to back -- while still emphasizing the distinctive 2-Ball alignment system extending back from the center of the clubhead. The new putters also have traditional "crank-neck" offset hosels with full-shaft offset. The Odyssey White Hot 2-Ball Blade Putter uses White Hot insert technology for soft feel with a durable glass-beaded gray finish, while the Odyssey DFX 2-Ball Blade Putter has a black Stronomic(R) insert with slightly firmer feel and a rich, dark finish. Both models provide consistent distance control with all types of golf balls.

Each Odyssey 2-Ball Putter has two golf ball-sized alignment aids positioned directly behind the center of the face on the top of the putter. At address, golfers see their golf ball with the 2-Ball alignment system immediately behind it, providing an accurate preview of where the putter is really aimed. This helps ensure the putter is square to the target, and also helps golfers to better see the line their ball will travel after impact. The Odyssey 2-Ball Putters are also designed with weight situated low and away from the face of the putter, creating a low center of gravity that helps eliminate skidding and skipping for better roll characteristics. Odyssey 2-Ball Putters have been used to win more than 50 events around the world since their introduction in late 2001 and have been put in play more often than any other putter model across the world's six major professional tours combined this year.

The Odyssey White Hot 2-Ball Blade Putter and the Odyssey DFX 2-Ball Blade Putter will carry a suggested retail price of \$215, and each will be available in right-hand models of 33, 34, 35 and 36 inches. Left-hand models are expected to be available approximately one month after the right-hand models have shipped. All Odyssey 2-Ball Putters conform to the Rules of Golf as administered by the USGA and the R&A.

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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