



## **Callaway Golf Staff Professional Phillip Price Wins European Open; Four of Top Six Finishers Use Great Big Bertha II Titanium Driver, Steelhead X-16 Irons, HX Golf Ball**

CARLSBAD, Calif.--(BUSINESS WIRE)--July 7, 2003--Callaway Golf (NYSE: ELY), Staff Professional Phillip Price completed a week of dominance at the Smurfit European Open yesterday, closing out his wire-to-wire victory at the K Club in Dublin with a birdie at the final hole to secure the third win of his PGA European Tour career. The victory highlighted a powerful showing for Callaway Golf and its products at the K Club in Dublin, as Callaway Golf Staff Professionals accounted for four of the top six names on the leaderboard.

Price finished at 16-under-par 272 to win by one stroke over his fellow Callaway Golf Staff Professionals Alastair Forsyth and Mark McNulty. Callaway Golf Staff Professional Eduardo Romero finished four strokes back in a tie for fifth. All four golfers used the Company's Great Big Bertha(R) II Titanium Driver, Steelhead X-16(TM) Irons and HX(R) Red golf ball to help Callaway Golf dominate the final standings. A total of 49 golfers used Great Big Bertha II Titanium Drivers at the event.

In all, Price used 11 Callaway Golf clubs at the Smurfit European Open, including a Big Bertha(R) 2-iron and an Odyssey(R) White Hot(R) 2-Ball Putter. Odyssey Golf was the No. 1 putter brand in play at the K Club, as 72 players used Odyssey Putter. The nearest competitor had just 33 putters in play. Odyssey Putter have now been used to win at least one tour event in each of the last 12 weeks, tallying 26 wins during that stretch. Odyssey Golf was also the top putter brand in play at the U.S. Women's Open. A total of 59 players used Odyssey Putter at the championship, compared with 34 for the nearest competitor.

Callaway Golf's new prototype golf ball continues to generate exceptional results on the PGA Tour. Callaway Golf Ball Staff Professional Rich Beem finished second at the Western Open yesterday using the new prototype ball. That marks the fifth top-10 finish by a golfer using the Callaway Golf prototype golf ball in the five weeks it has been available to a limited number of players on the PGA Tour.

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) Putter, including White Hot(R), TriHot(R), DFX(TM) and Dual Force(R) Putter. 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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