



Callaway Golf Launches Expanded Company Website with Many User-Friendly Enhancements

CARLSBAD, Calif.--(BUSINESS WIRE)--Jan. 19, 2004--Callaway Golf Company (NYSE: ELY) today announced the launch of its new www.callawaygolf.com consumer website, completely redesigned to deliver an entertaining, informative and interactive online golf experience. This friendly new site provides visitors with easily accessible content, tools and resources along with timely information about Callaway Golf(R) clubs, golf balls, accessories and services.

"We decided to revamp and re-launch our site based on consumer feedback on what they want a website to be," said Patrice Hutin, President and COO, Callaway Golf. "Our goal was to provide consumers with a site that would be easy to read, easy to navigate and fun to use -- much like our product technology. Based on early feedback, the site delivers on that goal."

The site has been divided into seven main areas, allowing visitors to quickly and easily locate information on specific topics or product lines. Each main area contains detailed information and interactive demonstrations of Callaway Golf products and innovations, and the site provides biographical information on Callaway Golf Staff Professionals and the history and heritage of the company and sport. A number of new features also have been added, including:

- Golf Ball Selector -- A real-time, interactive resource that asks visitors a series of questions about their game, and then provides recommendations on which golf ball is best suited for their needs.
- My Golf Bag -- Designed to deliver great gifts every time, this function allows visitors to add personal product preferences to a golf bag and then easily email their wish lists to friends and family.
- Product Demonstrations -- In response to consumer demand for more sophisticated and detailed product demonstrations, Callaway Golf has added 16 complete product demonstrations of balls, clubs and accessories. Each 30-second demo is packed with tips and technical information.

Callaway Golf worked on the site redesign with Philadelphia- and Seattle-based Fingerprint Interactive, a division of The Brownstein Group. The two companies collaborated on overhauling the site's architecture, design, copy and overall content and functionality to build a site that reflects the friendly performance and technology of the Callaway Golf brand.

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods and Irons, including ERC(R) Fusion(R) Drivers, Great Big Bertha(R) II Titanium Drivers and Fairway Woods, Great Big Bertha II 415 Titanium Drivers, Big Bertha Titanium Drivers and Big Bertha Stainless Steel Fairway Woods, Hawk Eye(R) VFT(R) Tungsten Injected(TM) Titanium Irons, Big Bertha Stainless Steel Irons, Steelhead X-16(R) and Steelhead X-16 Pro Series Stainless Steel Irons, Callaway Golf Forged+ Wedges and Callaway Golf Forged Wedges. Callaway Golf Company also makes and sells Odyssey(R) Putter, including White Hot(R), TriHot(R), DFX(R) and Dual Force(R) Putter. Callaway Golf Company makes and sells the Callaway Golf(R) HX(R) Tour balls, HX Blue and HX Red balls, Big Bertha(TM) Blue and Big Bertha Red balls, and the Warbird(TM) balls. Callaway Golf also owns and operates The Top-Flite Golf Company, a wholly owned subsidiary that includes the Top-Flite(R), Strata(R) and Ben Hogan(R) brands. For more information about Callaway Golf Company, please visit our websites at www.callawaygolf.com, www.topflite.com and www.odysseygolf.com.

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