



## **Callaway Golf Drivers Are #1 on Combined Four Major Men's Worldwide Professional Tours; Callaway Golf Staff Pro Brendan Jones Uses Great Big Bertha II 415 in Japan Tour Win**

CARLSBAD, Calif.--(BUSINESS WIRE)--April 26, 2004--Callaway Golf Company (NYSE:ELY), makers of the friendly Big Bertha(R) Driver, Great Big Bertha(R) II and Great Big Bertha II 415 Drivers and the powerful new ERC(R) Fusion(R) Driver, today announced that Callaway Golf drivers were used by more professionals on the combined PGA Tour, European Tour, Nationwide Tour and Japan Golf Tour this past weekend than any other brand. Callaway Golf manufactured one out of every three drivers put in play by the top male touring professionals, according to figures from the Darrell Survey Company and Sports Marketing Survey, Inc.

"We're back," said Callaway Golf Chairman and CEO Ron Drapeau. "For the first time since 1998, across the four major men's tours worldwide, we had more drivers in play than any other brand. One of Callaway Golf's stated objectives when 2004 began was to regain driver share on the men's professional tours, and while we recognize that this is just one week and the win is by a narrow margin, it is a strong step in the right direction."

Drivers manufactured by Callaway Golf were used by a total of 200 professionals on the four major men's tours worldwide, 33.4% of the drivers in play. That total edged out Callaway Golf's nearest competitor, which had 199 drivers in play, 33.2% of the total. The year over year increase in usage of drivers made by Callaway Golf was most pronounced on the PGA Tour, where 41 were in play -- an increase of 41% over 2003.

Callaway Golf Staff Professional Brendan Jones shot a final-round 69 yesterday to capture the Tsuruya Open on the Japan Golf Tour. Using the advanced technological combination of the ERC Fusion Driver and Callaway Golf HX (R) Tour Golf Ball to set up five birdies in his closing round, Jones compiled a 72-hole total of 275, 9 under par, for a 2-stroke victory over a fivesome of golfers who tied for second place. In addition to the ERC Fusion Driver and HX Tour golf ball, Jones used a number of other products from the Callaway Golf family of brands to capture his third Japan Golf Tour victory, including a new Big Bertha 4-wood, Ben Hogan(R) Apex(R) Edge Irons 3-PW, Callaway Golf Forged Wedges 52, 56-, and 60-degrees. One of the five runners-up in the Tsuruya Open used the ERC Fusion Driver.

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods and Irons, including ERC(R) Fusion(R) Drivers and Fairway Woods, 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, Game Enjoyment System(TM) (GES(TM)), Callaway Golf Forged+ Wedges and Callaway Golf Forged Wedges, and Callaway Golf Tour Blue(TM) Putters. Callaway Golf Company also makes and sells Odyssey(R) Putters, including White Hot(R), TriHot(R), DFX(R) and Dual Force(R) Putters. 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](http://www.callawaygolf.com), [www.topflite.com](http://www.topflite.com) and [www.odysseygolf.com](http://www.odysseygolf.com).

### **CONTACT:**

Callaway Golf Company, Carlsbad  
Larry Dorman or Mike Galeski, 760-931-1771

SOURCE: Callaway Golf Company