



## **Callaway Golf ERC Fusion Driver Powers Byrd to PGA Tour Win; B.C. Open Victory is Sixth in Eight Weeks for Fusion Technology**

CARLSBAD, Calif., Jul 19, 2004 (BUSINESS WIRE) -- Using his ERC(R) Fusion(R) Driver from Callaway Golf (NYSE: ELY) to average 300 yards off the tee, Ben Hogan(R) Staff Professional Jonathan Byrd captured the B.C. Open at Endicott, NY, yesterday with a final-round score of 4-under-par 68. His tournament total of 20-under-par 268 gave Byrd his second PGA Tour victory. In addition to switching to a new version of the ERC Fusion Driver this week, Byrd also used 4-strong and 5 Steelhead Plus(R) Fairway Woods from Callaway Golf, Ben Hogan FTX(TM) Irons and a Ben Hogan Apex(R) Tour Golf Ball.

This latest pro tour victory brings to 12 the number of worldwide professional tour wins for the ERC Fusion Driver in 2004, including six in the past eight weeks. Fusion Technology combines a forged titanium cup face with a carbon composite body. This revolutionary union of materials allows Callaway Golf engineers to strategically reposition a whopping 45 grams (25% of the total head weight) of discretionary weight to the perimeter of the clubhead. More discretionary weight means more stability, accuracy and distance than ever.

Byrd began the final round of the B.C. Open with a one-stroke lead, the same margin by which he won. When Byrd stepped up to the 15th tee after a six-hour rain delay, eight players shared the lead. Byrd promptly reclaimed the lead with back-to-back birdies at 15 and 16 and he made it stand with consecutive pars at the closing two holes. For the week, Byrd's combination of long and straight driving (T10 in distance at 300 yards and T29 in fairways hit at 73.2) placed him in the top five in total driving.

"I've been using the Fusion Driver ever since the Masters, but I went to a slightly different Fusion setup this week that really worked well for me," Byrd said.

In other Callaway Golf Company equipment news from the worldwide professional tours, Odyssey(R) brand captured the putter count at the 133rd Open Championship at Royal Troon, a feat duplicated at the Giant Eagle LPGA Classic (where the Company also topped the iron and wood counts).

Tour results are through the week ending 07/18/04 and reflect data from the PGA, LPGA, European PGA, Champions, Nationwide and JGTO tours. Source: Sports Marketing Survey, Ltd. and Darrell Survey Company. 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(R) X-16(R) and Steelhead X-16 Pro Series Stainless Steel Irons, the Game Enjoyment System(TM) of GES(TM) Golf Clubs, 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), Dual Force(R) and 2-Ball 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(R) Balls. Callaway Golf also owns and operates The Top-Flite Golf Company, a wholly owned subsidiary that includes the Top-Flite(R) and Ben Hogan(R) brands and Bettinardi Putters. The Trade In! Trade Up!(TM) program is owned and operated by Callaway Golf Company. 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), [www.odysseygolf.com](http://www.odysseygolf.com) and [www.tradeintradeup.com](http://www.tradeintradeup.com).

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