



## **Callaway Golf's ERC Fusion Driver Records Another Pro Tour Win; Stenson Victory on European PGA Tour is 25th for Fusion Technology**

CARLSBAD, Calif.--(BUSINESS WIRE)--Sept. 27, 2004--Henrik Stenson, who plays a variety of products from the Callaway Golf (NYSE:ELY) family of brands, including the remarkable Callaway Golf ERC(R) Fusion(R) Driver, shot four rounds in the 60s at the European Tour's The Heritage Tournament at the Woburn Golf & Country Club's Duke's Course to earn his second European PGA Tour victory on Sunday.

Stenson, a Top-Flite Golf(R)/Ben Hogan(R) Staff Professional held the 54-hole lead and birdied four of the final five holes to win by four strokes. Stenson, who ranks 10th in overall driving on the European Tour, was joined in his choice of driver by four of the top nine finishers (and ties) who also used the ERC Fusion Driver.

The ERC Fusion Driver has a unique design and composition that allows Callaway Golf engineers to reposition 45 grams of weight - more than any competing driver - to give golfers more opportunities to hit longer and straighter drives more often. In addition to the ERC Fusion Driver, Stenson also plays Callaway Golf Steelhead(R) X-16(R) Irons, an Odyssey(R) White Hot(R) 2-Ball Putter and the Top-Flite Company's Strata(R) Tour Ace(R) Golf Ball.

Odyssey putters continue to dominate on the European circuit. In addition to the winner, eight of the top 13 finishers used Odyssey putters, which were the preferred choice of more than half of the tournament field with 70 in play. Year-to-date, Odyssey putters have posted 21 wins, more than any other brand of putter.

Tour results are through the week ending 09/26/04 and reflect data from the European PGA Tour. Source: Sports Marketing Survey, Ltd. and Darrell Survey Company. Callaway Golf Company makes and sells Big Bertha(R) Woods, Hybrids 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, Big Bertha Heavenwood(R) Hybrids, 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) Putter. Callaway Golf Company also makes and sells Odyssey(R) Putter, including White Hot(R), TriHot(R), DFX(R), Dual Force(R) and 2-Ball 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(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 Putter. 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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