



Callaway Golf Introduces the New Big Bertha Titanium 454 Driver, the Hottest, Longest -- and Largest -- Callaway Golf Driver

CARLSBAD, Calif.--(BUSINESS WIRE)--Dec. 20, 2004--Callaway Golf Company (NYSE:ELY) today debuted its new Big Bertha(R) Titanium 454 Driver -- at 454 cubic centimeters, the largest driver the Company has ever brought to market. This newest generation from the Big Bertha line brings more forgiveness, more confidence and more distance in a product true to Callaway Golf's Big Bertha maxim -- "when properly engineered, Bigger is Better."

Subtle curves designed into the Big Bertha Titanium 454 Driver give the clubhead a surprisingly compact look at address, inspiring confidence that is reinforced time and again by the driver's consistently powerful performance. The Big Bertha Titanium 454 Driver's high Moment of Inertia combines with its ultra-thin, refined titanium face to create a huge effective hitting area on the hottest face of any conforming Big Bertha Driver ever made. The satisfying results -- increased distance and accuracy -- are what every golfer seeks, regardless of skill level. The Big Bertha Titanium 454 Driver is designed to reach the maximum allowable level for springlike effect as measured by the USGA's new characteristic time (CT) test, and conforms to all USGA Rules.

Prior to its release to the public, the Big Bertha Titanium 454 Driver already had established a reputation as the world's longest driver. In the Open Division of the RE/MAX(R) World Long Drive Championship in Mesquite, NV, (which will be televised on ESPN on Christmas Day at 3:00 p.m. EST), David Mobley put the Big Bertha Titanium 454 into play and crushed a winning drive of 377 yards, successfully ending his 15-year quest for the world's longest driver crown with a victory over a strong field of 128 long-drive bombers.

"Since the beginning, the best drivers from Callaway Golf have combined distance and forgiveness," said Bill Baker, Chairman and CEO. "The Big Bertha Titanium 454 Driver is the latest and best in both those respects. When we measure this club against the original standards set by our Founder, I can say without fear of contradiction that the Big Bertha Titanium 454 Driver is Demonstrably Superior and Pleasingly Different."

The new Big Bertha Titanium 454 Driver also incorporates the patented core technologies that have made Callaway Golf the leader in woods technology for more than a decade. An integral element of S2H2(R) (Short Straight Hollow Hosel), a staple of Callaway Golf woods for more than 15 years, is Tru-Bore(R) Technology, which extends the shaft tip completely through the club head to the sole for greater feel and superior control.

The Big Bertha Titanium 454 Driver is available right handed in 8-, 9-, 10-, 11-, and 13-degree lofts, as well as a High Trajectory (15 degrees) loft. Left handed availability is 9-, 10-, and 11-degree lofts. The standard shaft is the RCH 65w and comes in light, regular, firm and strong flexes as well as a Gems 55w ladies flex. The Big Bertha Titanium 454 Driver has a striking new appearance with a charcoal-black head and fiery red shaft.

The Big Bertha Titanium 454 Driver will carry a manufacturer's suggested retail price of \$375 and will ship to retailers beginning January 1.

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods, Irons and Hybrids including Heavenwood(R) Hybrids, 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 454 Driver, 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, X-18(TM) and X-18 Pros Series, 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 Steel(R), 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(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 and Bettinardi Putters. 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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