



## **Callaway Golf Announces Hot New Promotion: One Lucky Consumer to Win Customized, Loaded 2005 Ford Mustang GT in the "HX Hot Drive Sweepstakes"**

CARLSBAD, Calif.--(BUSINESS WIRE)--March 2, 2005-- Drive the Hottest Ball and the Hottest Car in the Callaway Golf HX Hot Drive Sweepstakes!

Callaway Golf (NYSE:ELY) today kicked-off the HX Hot Drive Sweepstakes, an exciting new promotion that will award a customized, fully-loaded 2005 Ford Mustang GT to one lucky consumer. Starting today and running through Father's Day, June 19, consumers can begin to sample the new HX(R) Hot Golf Ball, see the stunning Ford Mustang GT and enter the sweepstakes at various PGA Tour locations. Consumers also can enter online at [www.hxhot.com](http://www.hxhot.com), a micro site devoted to the HX Hot Golf Ball and the HX Hot Drive Sweepstakes, or by mail. No purchase is necessary to enter. Please see [www.hxhot.com](http://www.hxhot.com) for the Official Rules.

### The Car

The HX Hot Drive Sweepstakes is all about speed -- ball speed and 0-to-60 automotive speed. Callaway Golf's new HX Hot Golf Ball is super fast off the clubface and the customized 2005 Ford Mustang GT, one of the hottest cars on the road today, is fast off the line and a showstopper on the road.

Like the bright packaging of the HX Hot Golf Ball, the car's custom paint scheme is a gradient from orange to red with subdued pearlescent hexagons -- evoking the Revolutionary HEX Aerodynamics on the golf ball's cover -- that jump out in various light conditions. With a bold gray racing stripe sweeping down its side, the '05 Ford Mustang GT recalls the vintage lines of the legendary Mustangs of the 1960s. Eibach springs give the car an even sleeker profile.

The interior is as hot as the exterior. Seats accented by jet black carbon fiber and orange leather are embroidered with the HX Hot logo on the seatbacks and Callaway Golf logo on the head rests. Floor mats have the same logo treatment, and customizable accent panels on the doors have matching orange to pull the design concept together. Finally, an Eclipse AVN2454 CD/DVD Multi-Source Receiver with DVD Navigation and a 6.5-inch wide Touch-Panel Display ensure that the winner will not need to ask for directions.

### The Sweepstakes

Following its launch at the Ford Championship at Doral Resort and Spa in Miami, the HX Hot Mustang will generally follow the PGA Tour, making stops at more than two dozen key retail locations, events and demo days. It also will appear at the Booz Allen Classic at Congressional Country Club in Potomac, Maryland the week of June 6. At each stop consumers will learn about the benefits of ball speed, have an opportunity to sample the HX Hot Golf Ball, and enter to win the car.

In addition to entering at appearances of the HX Hot Mustang, consumers will also be able to enter online at [www.hxhot.com](http://www.hxhot.com), a micro site devoted to the HX Hot Golf Ball and the HX Hot Drive Sweepstakes, or by mail. No purchase is necessary. Consumers may enter through Sunday, June 19 -- Father's Day and the final round of the U.S. Open.

One Grand Prize winner will be selected and the keys to the HX Hot Mustang will be presented at the Ford Senior Player's Championship at the TPC of Michigan in Dearborn, Michigan on July 10. The winner will receive round trip

airfare and hotel accommodations for two and tickets to the Ford Senior Player's Championship as well as a one year supply of HX Hot Golf Balls.

A first prize winner will receive an all-expenses paid trip for two to Callaway Golf Headquarters in Carlsbad, California, a clubfitting session for the winner and guest and a set of Callaway Golf(R) clubs, golf bag and year's supply of HX Hot Golf Balls for the winner and guest, as well as a complimentary round of golf for two at one of the area's top golf courses.

Five second prizes include a set of Callaway Golf clubs, a golf bag and a year's supply of HX Hot Golf Balls. There also will be 100 third prizes, a year's supply of HX Hot Golf Balls (12 dozen).

#### The Ball

The HX Hot Golf Ball has a new 3-piece construction that delivers blistering ball speed with surprisingly soft feel. The HX Hot also features the next generation of the revolutionary HEX Aerodynamics for the consistent ball flight that has driven the HX Tour Golf Ball to success on the worldwide tours and at retail.

Speed off the clubface -- the key to added distance -- can be achieved either through added clubhead speed or through added ball speed. Callaway Golf design engineers focused on increasing ball speed at impact while keeping within the United States Golf Association (USGA) rules governing initial velocity. The HX Hot Golf Ball is evidence of their success, a ball that rockets off the clubface, achieves major hang time due to the HEX Aerodynamics, and has superior feel because of the super-soft boundary layer between the highly-resilient, hot core and the super fast cover material.

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 II 415 Titanium Drivers, Big Bertha Titanium 454 Drivers and Big Bertha Stainless Steel Fairway Woods, Big Bertha Heavenwood(R) Hybrids, Big Bertha Stainless Steel Irons, X-18(TM) and X-18 Pro Series Irons, the Game Enjoyment System(TM) of GES(TM) Golf Clubs, 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, HX Hot 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(R) Putters. 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).

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