



Callaway Golf Performance Center Opens at Neshanic Valley Golf Course

CARLSBAD, Calif., Mar 22, 2005 (BUSINESS WIRE) -- Callaway Golf Company (NYSE:ELY) today announced the opening of its fifth Callaway Golf Performance Center, a high-tech club fitting facility. The Callaway Golf Performance Center at Neshanic Valley opened to the public earlier this month at Neshanic Valley Golf Course in Neshanic Station, New Jersey, bringing to golfers in the tri-state area the same technology used to fit the world's top touring professionals. The Neshanic Valley facility joins existing Callaway Golf Performance Centers at St. Andrews Golf in Las Vegas (two locations), The Golf Resort at Indian Wells in Indian Wells, California, and Golfdom in King of Prussia, Pennsylvania.

The Callaway Golf Performance Center at Neshanic Valley combines computerized analysis with the hands-on expertise of certified club fitting professionals, using technology that originated at the Callaway Golf Richard C. Helmstetter Test Center in Carlsbad.

The Callaway Golf Performance Center employs a sophisticated computer system incorporating high-speed cameras to capture critical swing data. Trained specialists analyze that data to provide optimum club specifications for each golfer's swing by measuring club head and ball speed, launch angle, backspin and trajectory shape, sidespin, attack angle, launch angle, impact efficiency and trajectory results.

"We are pleased to offer golfers in the tri-state area access to the same fitting technology we have at our headquarters in Carlsbad," said Joe Urzetta, VP of U.S. Sales. "This is a great opportunity for golfers to have a high-quality fitting experience at an outstanding facility. Our retail accounts in the tri-state area also will benefit as they can give their customers the Callaway Golf fitting experience at a local facility."

Located about an hour from New York City, Neshanic Valley is operated by the Somerset County Park Commission. The Callaway Golf Performance Center at Neshanic Valley welcomes all golfers in the Northern New Jersey and greater New York Metropolitan area. "Neshanic Valley Golf Course is the Somerset County flagship golf facility and the perfect venue to host Callaway Golf's industry leading fitting technology," said Bob Ransone, Golf Operations Manager. Those interested in a fitting can arrange referrals through their home club professionals and, following the fitting at the Performance Center, golfers can place an order with their home club professional for delivery within a few days.

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods, Irons and Hybrids including, ERC(R) Fusion(R) Drivers and Fairway Woods, Great Big Bertha(R) 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, Big Bertha Fusion Irons, X-18(R) and X-18 Pro Series Irons, X-Tour(TM) Irons, the Game Enjoyment System(R) of GES(R) Golf Clubs, Callaway Golf Forged+ Wedges, Callaway Golf Tour Blue(R) Putters and Callaway Golf I-Trax(TM) Putters. Callaway Golf Company also makes and sells Odyssey(R) Putters, including White Steel(TM), 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(R) 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, www.topflite.com and www.odysseygolf.com.

SOURCE: Callaway Golf Company

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