



## **Callaway Golf Unveils the Latest in Legendary Big Bertha Irons: Golf's Best Game-Improvement Irons Just Keep Getting Better**

CARLSBAD, Calif.--(BUSINESS WIRE)--Jan. 4, 2006--Callaway Golf Company (NYSE:ELY) today announced the launch of a new generation of legendary Big Bertha® Irons. The latest in a product line renowned for maximum forgiveness and playability, the 2006 Big Bertha Irons build on their heritage with new technologies that deliver improved performance.

The new Big Bertha Irons are available in 2-iron through Lob Wedge and come in a standard set configuration of 3-iron through Pitching Wedge. Available at retail beginning January 15 with a manufacturer's suggested retail price of \$999 with graphite shafts and \$760 with steel shafts, the exciting new Big Bertha Irons are priced the same as the current model.

For players who seek a solid, game-improvement iron combining forgiveness, performance and styling, Big Bertha Irons are the unparalleled leader. Essential core technologies that have made Callaway Golf irons the #1 seller in golf for eight straight years are imbedded in the DNA of Big Bertha Irons: S2H2®, Tru-Bore® and Variable Face Thickness (VFT®) and a constant-width sole. Add extreme Notch Weighting and a deeper 360-degree Undercut Channel and the result is a game-improvement iron bristling with technology.

Extreme Notch Weighting allows Callaway Golf club designers to move mass to the perimeter of the clubhead, mainly to the heel and toe, for increased forgiveness and distance on off-center hits. The deeper 360-degree Undercut Channel further maximizes the benefits of perimeter weighting by enhancing the clubhead's stability and resistance to twisting.

"The new Big Bertha Irons are masterpieces in their category," said George Fellows, President and CEO of Callaway Golf. "Their superior technology and forgiving product design deliver the absolute best irons for players looking for game improvement."

The new Big Bertha Irons come in both men's and women's models with either Royal Precision® MicroTaper® 110-gram steel uniflex shafts or the Callaway Golf graphite shafts, available in Light, Regular and Stiff flexes. Additional individual clubs include a 2-iron, Approach Wedge (50 degrees), Sand Wedge (55 degrees) and Lob Wedge (60 degrees). All Big Bertha Irons come with a polished-chrome finish with red and black accents and are available in left-handed models.

Through an unwavering commitment to innovation, Callaway Golf creates products and services designed to make every golfer a better golfer. Callaway Golf Company manufactures and sells golf clubs and golf balls, and sells golf accessories, under the Callaway Golf®, Top-Flite®, Odyssey® and Ben Hogan® brands. For more information visit [www.callawaygolf.com](http://www.callawaygolf.com).

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