



## **Callaway Golf Debuts HX Pearl Golf Ball -- A 3-Piece Golf Ball Specifically Designed to Fit a Woman's Game**

CARLSBAD, Calif.--(BUSINESS WIRE)--March 1, 2006--Callaway Golf Company (NYSE:ELY) today announced the debut of the HX® Pearl Golf Ball, a 3-piece, high-performance golf ball specifically designed to provide women golfers with exceptional distance and amazingly soft feel. The 3-piece HX Pearl Golf Ball features the same revolutionary HEX Aerodynamics used in the tour-proven HX Tour and HX Tour 56 golf balls, for optimum distance and accuracy.

The new HX Pearl Golf Ball will be available at retail beginning March 15 with a manufacturer's suggested retail price of \$32 per dozen.

"The introduction of the new HX Pearl Golf Ball underscores our commitment to women's golf," said George Fellows, President and CEO of Callaway Golf. "Women golfers have told us they want the same high-tech performance golf balls men play, but they want them to be designed for their style of play. We listened to them, and the result is the HX Pearl, a superior performance ball that delivers exceptional distance and soft feel tee to green."

At the heart of the HX Pearl Golf Ball is its soft yet resilient rubber core. Its unique formulation helps to increase ball speed off the clubface, which translates directly to more consistent and impressive distance for golfers with slower swing speeds.

The cover of the HX Pearl Golf Ball has a striking pearlized finish, giving the ball a unique lustrous glow that makes it easy to spot on the golf course. Beneath the luminescent cover is a thin boundary layer of DuPont(TM) HPF, which lends resiliency and reacts like rubber for optimized feel and ball speed.

Like each premium golf ball offered by Callaway Golf, the HX Pearl also features HEX Aerodynamics, a revolutionary design that creates 100% surface area coverage for optimal lift and drag characteristics and virtually seamless geometry for a more stable ball flight, greater potential distance and consistent performance on every shot.

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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