



Callaway Golf to Participate in 2007 PGA Merchandise Show

CARLSBAD, Calif.--(BUSINESS WIRE)--Aug. 25, 2006--For the 24th consecutive year, Callaway Golf Company (NYSE:ELY) has announced it will exhibit at the annual PGA Merchandise Show and Convention set for January 2007 in Orlando. Callaway Golf will have an expanded presence at the Show, exhibiting in an exclusive equipment area specially designed for PGA Professionals, and also providing product demonstration both indoors - at the Equipment Test Center on the Show floor - and outdoors at the PGA Demo Day.

In addition to product introductions and special events planned for golf professionals, retailers and media, Callaway Golf also will use the world's largest gathering of golf manufacturers to announce extended alliances with the PGA of America.

"We are pleased to continue our support of PGA professionals and the PGA of America by participating in the 2007 Show," said Joe Urzetta, Senior Vice President, U.S. Sales. "Callaway Golf's long standing support of the Show is just one of many partnerships we have forged with the PGA of America through its more than 28,000 men and women professionals. All the partnerships have combined to make us one of only two companies to earn a Platinum Sponsor designation from the PGA.

"This year, as we have every year, we will have an exciting array of new products to unveil at the Show, and we look forward to again demonstrating why Callaway Golf is the technology leader in all things golf - whether golf clubs, golf balls, footwear, apparel or eyewear."

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(R), Top-Flite(R), Odyssey(R) and Ben Hogan(R) brands. For more information visit www.callawaygolf.com.

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