



Callaway Golf's Product Line Tops Golf Digest's 2009 "Hot List"

Callaway Golf Wins Medal Count in Annual Equipment Review for Third Straight Year

CARLSBAD, Calif., Jan 14, 2009 (BUSINESS WIRE) -- Callaway Golf Company (NYSE:ELY) once again took top honors within Golf Digest's annual "Hot List" issue. The Hot List is a comprehensive golf equipment evaluation conducted by Golf Digest Publications' team of equipment editors, a board of scientists, 20 player panelists and a group of prominent retailers. Together they examined 471 separate entries for the 2009 Hot List, and when the results were posted, Callaway Golf earned more medals than any other golf equipment manufacturer for the third straight year.

Leading the charge were Callaway Golf's new multi-material Fusion platform drivers, FT-iQ and FT-9, as well as the new all-titanium Big Bertha Diablo driver-- all three of which earned Gold medals. This marks the first time that a single manufacturer has captured three Gold medals in the driver category since Callaway first won a trifecta in 2007.

In the Irons category, Callaway's latest edition of X-Series irons, the new X-22 and X-22 Tour irons, each took home Gold medals. One tester said of the X-22s: "I could hit these blindfolded. Sign me up right now." Other Callaway irons distinguished with 2009 Hot List medals include Callaway's X-Forged, FT, Big Bertha and FT i-brid irons.

Odyssey once again took home more medals than any other putter brand. The Odyssey Black Series *i* #6 and the White Hot Tour #1 each won a Gold medal for blade putters. Within the mallet division, the Odyssey Black Series *i* 2-Ball Putter won a Gold medal, as did the White Hot XG 330. Other Odyssey putters recognized for excellence include the White Hot XG 2-Ball F7, White Hot XG Sabertooth and the White Hot XG Teron.

Overall, Callaway Golf and Odyssey won 21 *Golf Digest* Hot List medals, five more than the closest competitor. The full list of distinguished products includes:

HOT LIST GOLD MEDAL WINNERS:

Drivers Over \$350
FT-iQ Driver
FT-9 Driver

Drivers Under \$350
Big Bertha Diablo Driver

Hybrids
Big Bertha Diablo Hybrid

Game Improvement Irons
X-22 Irons

Players Irons
X-22 Tour Irons

HOT LIST SILVER MEDAL WINNERS:

Fairway Woods
Big Bertha Diablo Fairway Woods
FT Fairway Woods

Hybrids
FT Hybrids

Game Improvement Irons
FT Irons

Super Game Improvement Irons
Big Bertha Irons
FT i-Brids

Players Irons
X-Forged Irons

Blade Putters Over \$200
Odyssey Black Series i #6

Wedges
X-Forged Wedges

Blade Putters Under \$200
Odyssey White Hot Tour #1

Mallet Putters
Odyssey White Hot XG 2-Ball F7
Odyssey White Hot XG Sabertooth
Odyssey White Hot XG Teron

Mid-Mallet Putters
Odyssey White Hot XG 330

Mallet Putters
Odyssey Black Series i 2-Ball

About Callaway Golf

Through an unwavering commitment to innovation, Callaway Golf Company (NYSE:ELY) 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(R), Odyssey(R), Top-Flite(R), and Ben Hogan(R) brands in more than 110 countries worldwide. For more information please visit www.callawaygolf.com or shop.callawaygolf.com.

SOURCE: Callaway Golf Company

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