



Callaway Golf Presents New X Series JAWS Wedges

Roger Cleveland Melds Maximum Spin and Versatility into Forged Carbon Steel

CARLSBAD, Calif.--(BUSINESS WIRE)--Nov. 10, 2009 -- Callaway Golf Company (NYSE: ELY) today announced the November 15th retail availability of its new X Series JAWS™ wedges. The new X Series JAWS wedges offer aggressively sized MACK Daddy™ grooves that will conform to the Rules of Golf until at least 2024 for maximum spin and control, as well as C-Grind® versatility for precision shot-making.

Crafted by Roger Cleveland, Callaway's Chief Designer, the X Series JAWS wedges are made of Forged 1020 carbon steel and undergo a Triple Net Forging process to produce incredible feel and consistent sole geometry. They are available in two finishes, Dark Vintage or Milky Chrome, and can be purchased with steel or graphite shafts.

"The MACK Daddy grooves featured in Callaway's new X Series JAWS wedges have been designed to the absolute limits allowed within the Rules of Golf. As a result, they produce incredible shot-making results," said Roger Cleveland, Chief Designer, Callaway Golf. "We'll offer these wedges with MACK Daddy grooves through the end of 2010 and feel confident that players will benefit by using them for many years after."

The USGA and R&A ruling bodies have recently adopted a new Condition of Competition groove specification that applies to play on the professional tours in January 2010 and certain top amateur events starting in 2014. While the MACK Daddy grooves featured in Callaway Golf's new X Series JAWS wedges do not satisfy this new Condition of Competition, they do conform to the Rules of Golf and may be used in all other rounds, including handicap rounds and the vast majority of competitions. In fact, as noted above, they may be used in tournaments as prestigious as the U.S. Amateur and British Amateur until the year 2014. For the vast majority of golf played around the world, the MACK Daddy grooves featured in Callaway's new X Series JAWS wedges are conforming to the Rules of Golf until at least 2024.

X Series JAWS wedges feature a new C-Grind sole that enhances versatility and delivers precision shot-making by improving turf interaction. This "C" shape of the sole relieves the heel and toe bounce and reduces the sole width. This, combined with JAWS' tighter heel-toe radius, enhances its playability from all lies and conditions. The soft 1020 Forged carbon steel enables golfers to feel tour-level feedback around the greens.

The aggressively-sized MACK Daddy grooves found on X Series JAWS wedges were named by Callaway Staff Professional Phil Mickelson. They were designed at the maximum conforming depth and width, resulting in maximum spin from any lie.

The new X Series JAWS wedges from Callaway Golf are initially available in loft offerings of 52°, 56°, 58° and 60°, all of which are obtainable in left-handed models. Additional lofts (50°, 54° and 64°) arrive at retail on December 15th. X Series JAWS wedges feature a new product introduction retail price of \$119.

For more information on these products and Callaway Golf's complete lineup of equipment, footwear and accessories, please visit www.callawaygolf.com. High-resolution images of all products are available for immediate download via the Media Center portion of Callaway Golf's website: www.callawaygolf.com/Global/en-US/MediaCenter.html.

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 Golf®, Odyssey®, Top-Flite®, and Ben Hogan® brands in more than 110 countries worldwide. For more information please visit www.callawaygolf.com or shop.callawaygolf.com.

Source: Callaway Golf Company

Callaway Golf

Tim Buckman, 760-804-4133

Tim.Buckman@CallawayGolf.com