



Odyssey Golf Welcomes New Brand Ambassador Dave Pelz

The Number One Putter in Golf Teams with Foremost Authority on Short Game and Putting

CARLSBAD, Calif., Jan 28, 2010 /PRNewswire via COMTEX/ -- Callaway Golf Company (NYSE: ELY) today announced a formal relationship between its market-leading Odyssey brand and world renowned short game and putting instructor Dave Pelz.

The agreement brings together a former NASA scientist whose unparalleled dedication to putting and short game instruction has yielded 19 Major Championships, with an innovative equipment manufacturer that is #1 in Wins, Usage, and Top-10 Finishes across the world's major professional tours.

"We are thrilled to welcome Dave Pelz to our very elite group of brand ambassadors that include Arnold Palmer, Gary Player, Johnny Miller, David Leadbetter, Annika Sorenstam, and one of Dave's students, Phil Mickelson," said George Fellows, President and CEO, Callaway Golf. "Dave's canon of putting research and accomplishments as a short game instructor are unequaled. His knowledge and contributions to Odyssey's continued growth will be significant."

The collective goal of Odyssey and Pelz is a long term commitment to lower the scores of all golfers, and putting is central to that mission. Odyssey's dedication to the craft of making the world's best putters, combined with the scientific approach and putting expertise of Pelz, creates an excellent blend to the collaboration.

"Odyssey approaches putter manufacturing with the same approach I've committed to researching and teaching putting over the years. While I've had many opportunities to endorse putter brands before, this is the first time I've ever done so because Odyssey is special," Pelz says. "They put the golfer first and focus on providing tools that best facilitate lower scores. Odyssey's dedication to innovation and commitment to quality make me excited about what we can do together to help golfers play their best in the future. I'm thrilled to join their team."

Annually listed among the top ten teachers of the world by both *GOLF Magazine* and *Golf Digest*, Pelz spent 14 years as a NASA scientist before dedicating himself full-time to a career in golf research and development. Founder of the Dave Pelz Scoring Game School, ten of Pelz's professional students have won a total of 19 major championships. Pelz has taught more than 60 PGA of America Education Seminars and has presented papers at four sessions of the World Scientific Congresses of Golf. He serves as Technical and Short Game Consultant to *GOLF Magazine* and is a *New York Times* Best-Selling Author of several books, including "Dave Pelz's 10 Minutes a Day to Better Putting," "Putt Like the Pros," and "Dave Pelz's Putting Bible."

For information on Odyssey's innovative product line, please visit <http://www.odysseygolf.com/>.

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(R), Odyssey(R), Top-Flite(R), Ben Hogan(R) and uPro(TM) brands in more than 110 countries worldwide. For more information please visit www.callawaygolf.com or shop.callawaygolf.com.

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