



Callaway Golf Welcomes J.B. Holmes to Tour Staff

Long-hitting, 2-time PGA TOUR Winner to Play Callaway Equipment in 2011

CARLSBAD, Calif., Jan. 25, 2011 /PRNewswire via COMTEX/ -- Callaway Golf Company (NYSE: ELY) today announced it has reached agreement with PGA TOUR Professional J.B. Holmes. The winner of two PGA TOUR events and former Ryder Cup team member will play a full complement of Callaway equipment and compete with a Callaway branded staff bag and headwear when he makes his 2011 PGA TOUR debut this week at the Farmers Insurance Open in La Jolla, California.

"I am thrilled to be a part of the Callaway Golf family," Holmes said. "I feel honored to be joining such an elite PGA TOUR staff. Callaway has a rich history of winners playing their equipment and my goal is to add to that tradition."

Born and raised in Kentucky, the long-hitting Holmes had perhaps his most consistent PGA TOUR season in 2010, notching ten top-20 finishes in 26 starts. Over two consecutive weeks last season, he finished tied for third at the Northern Trust Open and tied for second at the AT&T Pebble Beach National Pro-Am.

His two victories on the PGA TOUR both came in front of the raucous crowds of Scottsdale's FBR Open (now the Waste Management Phoenix Open). In 2006, his rookie season, Holmes won the FBR Open by seven shots in just his fifth professional start. He won the same event in 2008, making a birdie on the first playoff hole to beat Callaway Staff Professional Phil Mickelson. His ability to perform under pressure suited him well as a member of the 2008 Ryder Cup team, when he earned 2 1/2 points for a victorious U.S. team at Valhalla in his home state of Kentucky.

"J.B. is an exciting young talent that fits quite well with Callaway's brand philosophy," said Nick Raffaele, Vice President of Sports Marketing, Callaway Golf. "His recognition of our great products and desire to win clearly matches with our goals. We look forward to many years with J.B. and what we expect will be plenty of winning with Callaway."

Holmes played his college golf at the University of Kentucky, where he helped lead the Wildcats to their first SEC title. In 2005, he was the SEC Player of the Year and an Academic All-American in 2004-2005. Holmes grew up as an impressive golf prodigy, playing on his high school team as a third-grader and winning the Kentucky state high school title as a sophomore.

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 apparel, footwear and accessories, under the Callaway Golf(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.

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