



Callaway Golf Bags Awarded Two Gold Medals on Golf Digest's "Hot List"

New Hyper-Lite 4.0 stand bag and Org 14X cart bag lead new lineup of Callaway golf bags

CARLSBAD, Calif., May 23, 2011 /PRNewswire via COMTEX/ -- Callaway Golf Company (NYSE: ELY) announced today that the Company earned three Medals in *Golf Digest's* 2011 Golf Bag "Hot List." The Hot List is a comprehensive evaluation of 77 golf bags conducted by Golf Digest's team of judges. Twenty bags were honored in the magazine's June edition--eight with gold medal status and 12 more received silver medals. Two of the eight gold medals went to Callaway bags--the Hyper-Lite(TM) 4.0 stand bag and the Org. 14X® cart bag--while the Warbird Xtreme(TM) earned a silver medal.

After dominating the equipment Hot List earlier in 2011 by earning more Gold Medals than any other manufacturer, the Callaway bags used to carry those award-winning golf clubs were similarly distinguished. The Hyper-Lite 4.0, which is new to Callaway's stand bag collection, features the XTT® Flex Foot base, a stabilizing stand system that helps eliminate slipping during leg activation. Weighing just four pounds, it makes walking 18 holes easier on a golfer's shoulders and back than ever before. Golf Digest's panel of editors also noted the bag's carry straps that distribute weight across the shoulders and the 11 pockets that store golf supplies and valuables. One of Callaway's most popular bags this season, the Hyper-Lite 4.0 sells for a new product introduction retail price \$159.99.

Designed for golfers who ride in a cart during most rounds, the Org. 14X cart bag was another Gold Medal winner from Callaway. Engineered for convenient access to the clubs and the bag's 10 pockets while situated on a cart, the Org. 14X features a 10-inch, 14-way stadium top with molded rubber dividers, which *Golf Digest* noted "minimize club rattle and shaft wear." One of the Company's most feature-rich golf bags, additional benefits include an insulated cooler pocket, two handles for easy lifting, a concealed tunnel for the cart strap, an integrated putter well and more. The Org. 14X is available for a new product introduction retail price of \$199.99.

Earning a Silver Medal, Callaway's Warbird Xtreme is a lightweight carry bag. Weighing only 6 pounds, the bag offers XTT Fang Base Technology, a stabilizing stand system that *Golf Digest* called "a stout base (that) stays flat to ensure stability." The 9-inch oval top features 7 full-length dividers. The bag's 3-point double strap helps evenly balance weight across the shoulders, while the foam hip pad promotes comfort and ventilation. The Warbird Xtreme bag is available for a new product introduction retail price of \$129.99.

High-resolution images of all Callaway Golf products, including the award-winning bags, 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 apparel, footwear and 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.

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