



## Callaway Golf Announces Spring 2012 Apparel Collection for Men and Women

Premium Apparel Featured in Major Motion Picture "Seven Days in Utopia" Arriving in Theatres Friday, September 2nd

CARLSBAD, Calif., Sept. 1, 2011 /PRNewswire via COMTEX/ -- Callaway Golf Company (NYSE: ELY), recognized worldwide for its technologically advanced golf equipment, today announces the October 14 availability of its Spring 2012 golf apparel line for men and women. Featuring performance characteristics that are authentic to golf, such as moisture wicking, strategic breathability and UPF 30+ protection, Callaway apparel is tested and proven each week on the professional tours around the world. The collection blends performance attributes with a refined and contemporary style for a distinctive look and feel.

To view the multimedia assets associated with this release, please click: <http://multivu.prnewswire.com/mnr/callawaygolf/46340/>

Callaway apparel can be seen throughout *Seven Days in Utopia*, the upcoming major motion picture starring Robert Duvall, Lucas Black, and several PGA Tour Professionals. Based on David L. Cook's bestselling book, *Golf's Sacred Journey: Seven Days at the Links of Utopia*, the film arrives in theatres nationwide tomorrow, September 2, 2011. Assuming a unique roll in the film, Callaway Golf apparel, headwear, and equipment are featured throughout the picture.

"*Seven Days in Utopia* is an exciting vehicle for us to showcase our golf apparel in an authentic setting," said John Melican, Senior Vice President, Global Soft Goods, Callaway Golf. "The Spring 2012 apparel line infuses high-performance fabrics and comfort technologies with best-in-class contemporary style. We are committed to helping golfers to play their best and look their best."

Callaway's Spring 2012 collection represents 'Fashion from a golf perspective,' meaning its core function is to perform flawlessly on the course in all weather conditions, but its appeal and versatility extend beyond the 18th green. The styling and technology in the 2012 apparel line serve a meaningful purpose on the golf course, allowing players to concentrate on their game while looking their best.

The 2012 apparel line can also be seen on the Company's Pro Tour Staff, including Alvaro Quiros and Trevor Immelman. The premiere level of technology and innovation that golfers have come to expect from Callaway Golf drivers, irons and other equipment is also infused in the new apparel collection for the Spring 2012 season.

Created with advanced fabric and construction technologies, such as *Moisture Wicking*, *Anti-Microbial Protection* and *UPF 30+ Protection*, the spring 2012 collection will feature new seasonal apparel assortments, such as the *Links*, *Parkland*, and *Heathland* series for men, and the *Eclectic Prep*, *Bold Revival*, and *Spring in Paris* series for women.

The Callaway Golf Spring 2012 apparel collection will be available online at <http://shop.callawaygolf.com> and at golf retailers nationwide starting in October. To view the online catalogs, please click on the following links:

Men's Catalog: <http://viewer.zmags.com/publication/dd67eafc#/dd67eafc/1>

Women's Apparel Catalog: <http://viewer.zmags.com/publication/d9e3c8f9#/d9e3c8f9/1>

For more information on Callaway's complete lineup of apparel, footwear, accessories, and equipment, please visit [www.callawaygolf.com](http://www.callawaygolf.com). High-resolution images of all products, including those from the Spring 2012 collection, are available for immediate download via the Media Center portion of Callaway Golf's website: [www.callawaygolf.com/Global/en-US/MediaCenter.html](http://www.callawaygolf.com/Global/en-US/MediaCenter.html).

### **About Seven Days in Utopia**

*Seven Days in Utopia* follows the story of Luke Chisolm (Lucas Black), a talented young golfer set on making the pro tour. When his first shot at stardom turns out to be a televised disaster, Luke escapes the pressures of the game and finds himself unexpectedly stranded in Utopia, Texas, home to eccentric rancher Johnny Crawford (Robert Duvall). But Johnny is more than meets the eye, and his profound ways of looking at life force Luke to question not only his past choices, but his direction for the future. For more information, please visit <http://www.sevendaysinutopia.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 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](http://www.callawaygolf.com) or [shop.callawaygolf.com](http://shop.callawaygolf.com).

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