



## **Callaway Golf Introduces 2012 Footwear for Men and Women**

### **New Footwear Line Features Authentic Golf Performance Influenced by Contemporary Style**

CARLSBAD, Calif., Oct. 4, 2011 /PRNewswire via COMTEX/ -- Callaway Golf Company (NYSE: ELY) today announced the October 14, 2011 retail availability of its 2012 line of golf footwear for men and women. Recognized worldwide for its performance-enhancing golf clubs, Callaway's footwear products are developed with the same dedication to meaningful technology and authentic performance. Through an extensive portfolio of proprietary and licensed technology, Callaway footwear also delivers best-in-class comfort for a full day on the course. The 2012 line introduces several new styles, including the Company's most advanced performance golf shoe to date, the RAZR. Combining the most advanced comfort and stability technologies Callaway has to offer with progressive styling that appeals to discerning golfers, including the Tour Professionals consulted during its development, the RAZR has been meticulously designed for ultimate performance on the golf course. Additionally, the 2012 line of footwear from Callaway will introduce updated styles that reflect contemporary style and fashion. Such models include the street shoe-looking Del Mar and the fashion-forward KoKo for women.

Representing a major step forward in the category, the 2012 Callaway footwear line boasts unrivaled technology in golf footwear, such as a temperature regulating system from Outlast®, performance insoles from OrthoLite®, and the introduction of a proprietary spike design called Callaway PINS(TM) (Performance Insert System), developed by Softspikes®, which improves comfort and traction on-course. The PINS also decreases spike pressure on the player's foot during a full round of golf. The Company's extensive technology portfolio addresses comfort, traction and stability, and blends these performance elements with distinct styling that is unique to Callaway.

"This is the most technologically-advanced and high-performance line of footwear in Callaway's history," said John Melican, Senior Vice President, Global Soft Goods, Callaway Golf. "We remain dedicated to offering the ultimate in comfort and performance for golfers; and while other brands might branch into golf from the worlds of fashion or athletics, Callaway is a focused Brand that offers premium and authentic golf products."

#### Men's 2012 Footwear Product Highlights

##### **The RAZR**

As the Company's most technologically advanced shoe, the RAZR includes the Outlast temperature management system, an Ortholite X40 molded insert, 11 Callaway PINS Performance Spikes and a waterproof, leather upper. For improved stability, the RAZR features a lightweight TPU Pro Tour Outsole. All this technology unites for unrivaled performance, stability, and comfort in a golf shoe. MSRP: \$184.99

##### **The Del Mar**

Representing a first for Callaway, the Del Mar offers a casual, street shoe style while delivering legitimate traction and stability on the golf course. The Del Mar features a soft, full-grain leather upper, an Ortholite molded insert, and Callaway's own Comfort Tech Gel Tongue. The Del Mar is also a fully-waterproof golf shoe. The Del Mar will be available on December 1, 2011. MSRP: \$129.99

##### **The Xtreme**

Also new for 2012, the Xtreme combines lightweight stability with a TPU outside and Callaway's advanced comfort

technology, including the new PINS Performance Spikes. Other technical highlights include a waterproof, full grain leather upper, Callaway Comfort Gel Tongue and an Ortholite molded insert. MSRP: \$124.99

### Women's 2012 Footwear Product Highlights

#### **The KoKo**

Callaway has established a considerable niche in the women's golf footwear space with its fashionable styles. The KoKo in particular represents Callaway's approach to delivering contemporary styling to this category. The Koko features a sleek, low profile silhouette with interchangeable color kilties for color customization, while still delivering performance and comfort with meaningful technology, including a full grain upper, an Ortholite insert, and 6 Callaway PINS Comfort Spikes. MSRP: \$119.99

#### **The Hyperbolic**

Premium materials combined with optimum lightweight performance make the Hyperbolic Callaway's most fully-loaded shoe for women. Considerably upgraded for 2012, the popular Hyperbolic shoe includes a stability traction loop on the sole, waterproof full-grain uppers, Callaway Comfort Gel Tongue Outlast technology, an Ortholite X40 molded insert, and a TPU Hyperlite outsole. MSRP: \$159.99

#### **The Solaire**

For the female golfer seeking the ultimate in versatility and comfort, the Solaire delivers performance in an ultra-lightweight, ventilated design. The all-mesh upper and all-rubber simulated spike outsole are complimented by an Ortholite insert for cool comfort and on-course performance. An EVA midsole rounds out this breathable and versatile shoe. MSRP: \$69.99

The complete line of 2012 footwear from Callaway Golf can be viewed by visiting the footwear pages of the Company's web site at <http://www.callawaygolf.com/footwear>.

For more information on Callaway Golf's complete lineup of apparel, footwear, accessories, and equipment, please visit [www.callawaygolf.com](http://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](http://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](http://www.callawaygolf.com) or [shop.callawaygolf.com](http://shop.callawaygolf.com).*

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