



## **Callaway Golf Delivers Award-Winning Performance and Lightweight Comfort With Its 2012 Golf Bag Collection**

### **New Bags Deliver Authentic Amenities, Lightweight Options and Innovative Base Technologies**

CARLSBAD, Calif., Nov. 3, 2011 /PRNewswire via COMTEX/ -- Callaway Golf Company (NYSE: ELY) today announced the November 18, 2011 retail availability of its 2012 line of both stand and cart golf bags. Several new models headline the Company's golf bag collection, which last year earned two of the eight Gold Medals awarded in Golf Digest's Golf Bag "Hot List," a comprehensive evaluation of 77 golf bags. Recognized worldwide for its authenticity in the sport, Callaway's golf bags are developed with meticulous emphasis on advancing comfort, lightweight performance and innovative features for golfers.

The 2012 line introduces new marquee products like the RAZR and the Hyper-Lite(TM) 4.5, and features the newly designed XTT® Base Technologies, proprietary innovations that further differentiate Callaway as a leader in the golf bag category. The base design, which is tested extensively in various slopes and conditions found on a golf course, allows the golf bag's base to stay in full contact with the ground as the legs extend during stand activation. Furthermore, the multi-point strap system in Callaway's stand bags integrates ergonomic design for lasting comfort for golfers, who can reduce fatigue during a round based on a more even distribution of weight across the shoulders.

"As with all Callaway products and services, we are dedicated to offering the ultimate in authentic and innovative solutions for golfers," said John Melican, Senior Vice President, Global Soft Goods, Callaway Golf. "Specifically with our new collection of 2012 golf bags, Callaway is delivering products for every type of golfer: lightweight performance stand bags for walkers, and an array of storage and amenities in our cart bags for those who prefer to ride."

*Some 2012 golf bag product highlights include:*

#### **The RAZR**

The RAZR bag efficiently packages many of the amenities typically found in a cart bag into a sleek, lightweight stand bag. Key features include a 10-inch, 14-way top with an integrated handle, plus a multi material Comfort Tech 4-point strap system with that evenly distributes weight across the shoulders. With 11 pockets, including a waterproof pocket and an insulated water bottle pocket, the RAZR boasts a dual molded handle on the bag's spine for easy lifting and carrying. Available in White, Red and Black, the RAZR sells for MSRP: \$199.99.

#### **The Hyper-Lite 4.5**

The Hyper-Lite 4.5, Callaway's premier lightweight bag in its stand bag category, features the XTT® Xtra Traction Technology base, stabilizing the stand system to help eliminate slipping during leg activation. Weighing just four and a half pounds, the Hyper-Lite 4.5 makes walking 18 holes easier on a golfer's shoulders and back than ever before while not limiting the amenities that golfers desire over a four-hour round. An extra padded 4-point double strap (that can be converted into a single strap) distributes weight across the golfer's shoulders, while a ventilated foam hip pad adds meaningful comfort. The bag's 11 pockets can store ample golf supplies and valuables. Available in five colorways, including Navy/White, Yellow/White and White/Black, the Hyper-Lite 4.5 sells for MSRP: \$169.99.

#### **The Hyper-Lite 3.5**

Like the Hyper-Lite 4.5, the Hyper-Lite 3.5 is designed to blend lightweight performance with innovative features for

the golfer that prefers to walk 18 holes. With an 8.5-inch, 4-way top that features two full-length dividers and an integrated handle, golfers can access their clubs seamlessly. Weighing only three and a half pounds, the Hyper-Lite 3.5 also includes the new XTT Flex Foot base, critical for those walking 18 holes of a contoured golf course. Seven pockets line the bag, which comes in six colorways, such as Red/White, White/Charcoal and White/Pink. The Hyper-Lite 3.5 sells for MSRP: \$149.99

The complete line of 2012 golf bags from Callaway Golf can be viewed by visiting the stand bags and cart bags pages of the Company's web site at <http://www.callawaygolf.com/standbags> and <http://www.callawaygolf.com/cartbags>.

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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