



## Callaway Golf Introduces the All-New HEX Black Tour

### Greater Spin Separation for Optimized Performance from Tee to Green

CARLSBAD, Calif., Feb. 2, 2012 /PRNewswire/ -- Callaway Golf Company (NYSE: ELY) today announced the March 2<sup>nd</sup> worldwide availability of the all-new [HEX Black Tour](#)™ golf ball. The product of a multi-year Research & Development enterprise, Callaway's HEX Black Tour features a host of new and proprietary technologies that differentiate this ultra-premium golf ball from every round, white, dimpled, 1.620-ounce ball in the game. The engineering advancements — including an innovative dual-core construction, an exceptionally durable cover material and revolutionary HEX Aerodynamics — combine to deliver a five-piece golf ball with better Spin Separation and all-around performance characteristics than any previous introduction from Callaway.

To view the multimedia assets associated with this release, please click: <http://multivu.prnewswire.com/mnr/callawaygolf/46343/>

(Photo: <http://photos.prnewswire.com/prnh/20120202/MM41443>)

A golf ball that yields distance-enhancing low spin off the tee, while still providing the superior control that comes from generating more spin around the greens, has long been held as the "holy grail" of golf ball design. The measured differential between the high spin generated on shorter approach shots into the green and the optimal low spin off the driver for maximum distance off the tee is called Spin Separation, and Callaway's all-new HEX Black Tour has it in spades.

"I've had more fun working on my game with the new HEX Black Tour ball than I have in years because I've been able to hit shots around the green that I haven't been able to hit since the '90s with wound balls," said four-time Major Champion and Callaway Golf staff professional Phil Mickelson. "The amazing thing to me is the spin separation; how this ball spins so much from 40 yards in, and yet spins so little off the driver and goes so far. I've never seen a ball with that combination of short-range control and distance."

"We took a unique approach in the design of our new HEX Black Tour golf ball and the investments we've made in new technology over the past few years have culminated in this innovative 5-piece construction," said Dave Bartels, Sr. Director, Golf Ball Research & Development, Callaway Golf. The level of Spin Separation golfers will experience can be attributed to our advanced i-Core technology and new DuraSpin cover material. Our advanced dual-mantle system and optimized HEX Aerodynamic design produce the ball speed and flight characteristics to benefit all golfers."

Offering complete performance from tee to green with exceptional feel, the HEX Black Tour golf ball's construction includes various layers of innovative technology, all offering functional and meaningful advancements. These technologies and the benefits of each are outlined below:

#### **i-Core Technology**

This dual core construction maximizes the compression difference between the inner and outer core layers. The extremely soft inner core helps reduce spin off the tee for more distance, while the high compression outer core creates higher spin closer to the green for more control with irons and wedges. This relationship allows HEX Black Tour to achieve higher Spin Separation than any of our previous products.

#### **Dual Mantle**

Both the inner and outer mantles are comprised of ionomer blends in different ratios to affect the hardness and

resilience of each mantle layer. In combination, the soft inner and firm outer mantles protect the high-tech dual core while producing powerful ball speeds across a range of swing speeds.

### **DuraSpin Cover**

This proprietary cover formulation was developed using a unique thermoplastic urethane (TPU) blend with excellent mechanical properties and durability characteristics. Compared to previous materials employed by Callaway, durability has significantly improved to better prevent marks and scratches throughout the round. The new DuraSpin cover is also very soft and gives players the feel and exceptional short-game spin they seek in a high performance Tour golf ball.

### **HEX Aerodynamics**

Callaway's patented HEX Aerodynamics produce 100 percent surface area coverage on a golf ball whereas traditional round dimples typically cover only 88 percent of the surface. HEX Black Tour has the traditional HEX appearance, but with an enhanced surface contour, a more consistent finish system, and optimized performance resulting from hours upon hours of aerodynamic development. This highly engineered pattern provides the best aerodynamic performance ever in a Callaway golf ball, reducing drag and promoting a stable, penetrating ball flight in all types of playing conditions.

HEX Black Tour will be available on March 2<sup>nd</sup> at a New Product Introduction Retail Price of \$45.99 per dozen.

High-resolution images of all Callaway Golf products are available for immediate download via the Press Center portion of Callaway Golf's website: [www.callawaygolf.com/PressCenter](http://www.callawaygolf.com/PressCenter).

### **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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