



## **Callaway Golf Company and Annika Sorenstam Agree to Four-Year Partnership Extension**

PEBBLE BEACH, Calif., Nov. 16, 2012 /PRNewswire/ -- Callaway Golf Company and LPGA legend Annika Sorenstam have agreed to extend their long-running partnership through 2016.

The LPGA Hall-of-Famer and 10-time major winner has been with Callaway Golf her entire professional career. She will continue to play Callaway equipment, wear its headwear and sport the company logo on her left sleeve. Annika will also continue to appear in Callaway advertising campaigns and at customer appreciation events. This week Annika is playing in the Callaway Pebble Beach Invitational.

"Annika is a tremendous ambassador for the Callaway Golf brand, both on and off the course," says Nick Raffaele, VP, Global Sports Marketing, Callaway Golf Company. "She's not only one of the greatest champions in our sport's history, but also an example for all professional athletes as she's devoted the next phase of her career to making a difference and giving back."

"Callaway has been a trusted partner of mine for nearly 20 years," says Annika. "It's a special company and I'm honored we've enjoyed such a long relationship together. Callaway equipment was an integral part of my success on the course and now we also share their proprietary, cutting-edge fitting technology at our Callaway Performance Center at my Academy. Their support of my Foundation's junior golf events around the world has been incredible as well."

Since stepping away from competitive golf in 2008, Annika has turned her attention to raising her two young children and building her ANNIKA-branded businesses. They include the ANNIKA Foundation, ANNIKA Academy, ANNIKA Course Design and more.

### **About the ANNIKA Foundation**

The ANNIKA Foundation ([annikafoundation.org](http://annikafoundation.org)) teaches children the importance of living a healthy, active lifestyle through fitness and nutrition. It also offers aspiring junior golfers opportunities to pursue their dreams. Callaway is a prominent supporter of the Foundation's three, annual golf events for aspiring junior girls: The ANNIKA Invitational at Reunion Resort in Orlando, the ANNIKA Invitational at Mission Hills in China for top Asian juniors; and the ANNIKA Cup, a team event for the leading juniors in Sweden.

### **About the ANNIKA Academy**

Orlando's ANNIKA Academy ([theannikaacademy.com](http://theannikaacademy.com)) is one of only 15 Callaway Performance Centers in the country. Opened in 2007, it's a state-of-the-art, boutique golf school where Annika shares her passion for golf and fitness, as well as the winning approach she perfected over her storied career. Long-time personal coaches Henri Reis (lead swing instructor) and Kai Fusser (personal trainer) head a team devoted to imparting proven, simple techniques to help players of any age, gender and skill level reach their potential.

### **About ANNIKA Course Design**

Annika's course design philosophy is shaped by more than 20 years of international travel and competition on the world's best golf courses. Capturing the landscape's natural character and crafting an environmentally-friendly layout is paramount. She has received acclaim for a global menu of designs in the U.S., China, Turkey, South Africa,

Malaysia, Canada, Korea and the Philippines. Learn more at [annikasorenstam.com/Course\\_Design.htm](http://annikasorenstam.com/Course_Design.htm).

### **About Callaway Golf**

Through an unwavering commitment to innovation, Callaway Golf Company (NYSE:ELY) creates products designed to make every golfer a better golfer. Callaway Golf Company manufactures and sells golf clubs and golf balls, and sells golf accessories, under the Callaway Golf® and Odyssey® brands worldwide. For more information please visit [callawaygolf.com](http://callawaygolf.com) or [shop.callawaygolf.com](http://shop.callawaygolf.com).

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