



Callaway Golf Company Announces XR Family of Products

XR Drivers, XR Fairway Woods, XR Hybrids and XR Irons Built for Outrageous Speed

CARLSBAD, Calif., Jan. 14, 2015 /PRNewswire/ -- Callaway Golf Company (NYSE: ELY) today announced a new line of golf clubs built for outrageous speed: the XR Drivers, XR Fairway Woods, XR Hybrids and the XR Irons. The new clubs feature innovations in each product category that promote speed and power, including the new Speed Step Crown in the XR Driver that maximizes -- along with the driver shape -- aerodynamic efficiency, and Cup 360 in the XR Irons, making it the first high speed, cavity back, cup-faced iron.

As part of the products' introduction, Callaway Golf launched this speed-inspired webpage today: <http://cmp.callawaygolf.com/xrspeed/>. The page features a suite of branded content, including product feature videos, audio clips, a photo gallery and more. A sampling of the branded videos can be previewed below:

- XR Driver Video: <http://cmp.callawaygolf.com/2015/01/14/xr-driver-built-for-outrageous-speed/>
- XR Irons Video: <http://cmp.callawaygolf.com/2015/01/14/xr-irons-technology-built-for-speed/>
- Speed Step Crown Tech Video: <http://youtu.be/UOgC6kvM4jl>
- XR Fast Pitch with Jim Furyk: http://youtu.be/kNAr_Jld8xA
- XR Teaser: <https://www.youtube.com/watch?v=62y9lpLykBA>

XR Drivers, Fairway Woods, Hybrids and Irons will each include a standard and pro model to offer a range of options to golfers. The first XR clubs will be available online and at retailers nationwide beginning in February. For more information, please visit: www.callawaygolf.com

About Callaway Golf

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, please visit <http://www.CallawayGolf.com>

CONTACT:

Scott Goryl
Callaway Golf Company
Scott.Goryl@CallawayGolf.com



Photo - <http://photos.prnewswire.com/prnh/20150114/169089>

Logo - <http://photos.prnewswire.com/prnh/20091203/CGLOGO>

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/callaway-golf-company-announces-xr-family-of-products-300020435.html>

SOURCE Callaway Golf