



Callaway Golf Announces XR OS Irons And Hybrids

New Callaway Irons Feature Industry-Leading Face Cup Technology and Wider Soles for Maximum Forgiveness

CARLSBAD, Calif., Jan. 12, 2016 /PRNewswire/ -- Callaway Golf Company (NYSE: ELY), an industry leader in hard goods and innovative technologies, today announced its new XR OS Irons and XR OS Hybrids. Both product lines will be available nationwide at retail on January 22, 2016.



For the XR OS Irons, Callaway leveraged its Face Cup technology, which has helped the company become the #1 Iron in Golf*. In the XR OS Irons, Callaway made the Face Cup even faster in a multi-piece construction, and engineered it into a wider sole design. The wider soles make these irons easier to hit and more forgiving, and the Center of Gravity is positioned lower and further back so that it is easy to launch the ball in the air. The progressive lofts and lengths help promote more distance off each club, and golfers can integrate XR OS Hybrids into their set to replace long irons.

The XR OS Hybrids are designed to perfectly complement the XR OS Irons, and to provide extreme forgiveness and great ball flight trajectories. Callaway has also used its industry-leading Face Cup in these hybrids for high ball speeds and maximum distance, and combined it with a wider head design for higher MOI and high launch. And the keeled utility sole creates more versatility to hit good shots from all lies.

Additionally, the new Callaway XR OS Women's Irons and XR OS Women's Hybrids are designed specifically for

women who want to add distance. These irons and hybrids both feature wider soles, graphite shafts, lighter swingweights, and lengths and lofts built for their swing speed so they can hit the ball farther.

The XR OS Irons are available at \$799.99 for a steel set, \$899.99 for a graphite set, \$899.99 for a steel combo set pricing, \$999.99 for a graphite combo set. The XR OS Hybrids are individually available at \$219.99 each.

For more information about the new Callaway XR OS Irons and Hybrids, please visit www.callawaygolf.com/xros.

To stay connected to Callaway product and TOUR news, and the company's daily content, please follow Callaway on Twitter [@CallawayGolf](https://twitter.com/CallawayGolf), and [Instagram](https://www.instagram.com/callawaygolf), and Like us on [Facebook](https://www.facebook.com/callawaygolf).

*Claim based on Golf Datatech report on U.S. irons sales from 1/1/15 through 11/30/15.

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 www.callawaygolf.com.

Prices shown are Callaway's New Product Introduction Prices. Actual prices are set by retailers and may vary.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/callaway-golf-announces-xr-os-irons-and-hybrids-300203137.html>

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