



## Callaway Golf Announces New Chrome Soft And Superhot 55 Golf Balls

**Chrome Soft features a new Dual SoftFast Core™ for fast ball speeds off the driver, more control with the scoring clubs, and incredibly soft feel.**

CARLSBAD, Calif., Jan. 19, 2016 /PRNewswire/ -- Callaway Golf Company (NYSE: ELY), an industry leader in hard goods and innovative technologies, today announced its new Chrome Soft and Superhot 55 Golf Balls. Both products will be available nationwide at retail and online at [CallawayGolf.com](http://CallawayGolf.com) on February 5, 2016.



The new Chrome Soft builds on last year's highly successful product and introduces the proprietary Dual SoftFast Core™, which leads to fast ball speeds off the driver for exceptional distance. The ball is designed with low spin off the tee for players who need spin reduction to optimize their launch conditions for longer drives. Callaway is the only golf ball company that has new Dual SoftFast Core™ technology.

The new Chrome Soft ball has a 4-piece construction that includes a mantle layer and a Tour Urethane Cover for even more control throughout the bag, especially with the scoring clubs. This allows for even more spin on aggressive shots into the green. The Dual SoftFast Core also lets golfers compress the ball on irons shots for long, straight flight, and early testers have remarked it has a great feel into the green. Phil Mickelson, Danny Lee, Matt Every and Marc Leishman are among the list of professional players who have used a prototype of the new Chrome Soft on Tour.

The Superhot 55 is super long, super straight, and has a low 55 compression. The proven HEX Aerodynamics promotes low drag and optimal lift for a strong ball flight, so golfers get more distance from tee-to-green. The soft

mantle layer and cover system work to lower spin for reduced hooks and slices so shots fly straight. And golfers can compress the ball with soft feel.

The new Chrome Soft is priced at \$39.99 per dozen golf balls and the Superhot 55 is priced at \$27.99 per dozen. For more information about the new Chrome Soft Golf Ball, please visit <http://www.callawaygolf.com/chromesoft>.

To stay connected to Callaway product and TOUR news, and the company's daily content, please follow Callaway on Twitter [@CallawayGolf](#), and [Instagram](#), and Like us on [Facebook](#).

### **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](http://www.callawaygolf.com).*

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

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