



## Callaway Introduces Chrome Soft X

### New Tour Ball Creates a Choice in Performance Between Original Chrome Soft and Chrome Soft X

CARLSBAD, Calif., Jan. 17, 2017 /PRNewswire/ -- In 2015, Callaway Golf Company (NYSE: ELY) introduced a revolutionary ball called Chrome Soft that combined distance and control with a high level of soft feel unheard of in a tour ball. Callaway Tour Staff pros switched to it quickly and won with it often. 22 professional tournament victories have so far been earned by pros playing a Chrome Soft Golf Ball.

Today Callaway has introduced a new ball, Chrome Soft X, to give players another performance choice. The table below illustrates the differences between Chrome Soft X and Chrome Soft.

<i>Performance</i>	<b>Chrome Soft X</b>	<b>Chrome Soft</b>
<b>Distance</b>	<b>Long</b>	<b>Long</b>
<b>Feel</b>	<b>Soft</b>	<b>Softer</b>
<b>Flight</b>	<b>Piercing &amp; Workable</b>	<b>High &amp; Straight</b>
<b>Greenside Control</b>	<b>High degree</b>	<b>High degree</b>

Chrome Soft X and Chrome Soft share four-piece ball construction consisting of Callaway's innovative two-layer Dual SoftFast Core®, spin-regulating SubMantle and ultra-soft urethane cover, as well as flight-extending HEX aerodynamics. The difference lies in Chrome Soft X's firmer core and cover combination, which promotes more ball speed off the tee, more spin through-the-bag, and a piercing and workable ball flight.

"Chrome Soft is designed to promote a high, straight, distance-enhancing trajectory," said Dave Bartels, Callaway's senior director of golf ball R&D. "In Chrome Soft X we wanted to create a ball that does everything Chrome Soft does, but with a piercing trajectory and more workable ball flight desired by many Tour professionals and elite amateurs."

Chrome Soft X and Chrome Soft are available in white and yellow color options. Chrome Soft X becomes available at retail starting February 3, 2017. New product introduction retail price for a dozen Chrome Soft or Chrome Soft X balls is \$39.99. Personalization is available.

Callaway Tour Staff pros who currently play a Chrome Soft Golf Ball include Phil Mickelson, Patrick Reed, Jim Furyk, Danny Willett, 2016 PGA Tour Rookie of the Year Emiliano Grillo, 2016 Ryder Cup standout Thomas Pieters, Daniel Berger, and Wes Bryan, who won three times on the Web.com Tour last year to earn a "battlefield promotion" to the PGA Tour.

For more information, please visit [www.CallawayGolf.com](http://www.CallawayGolf.com)

#### **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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