



## Rogue Drivers And Rogue Fairway Woods Featuring Jailbreak Technology Announced By Callaway Golf

**The Company Follows Up the #1 Selling Driver and #1 Selling Fairway Wood in 2017 with the Rogue Woods Product Line**

CARLSBAD, Calif., Jan. 16, 2018 /PRNewswire/ -- Today Callaway Golf Company (NYSE: ELY) - already the industry's number one brand in the Driver and Woods categories - announced the Rogue Drivers and Rogue Fairway Woods, both featuring the company's proprietary Jailbreak Technology. The new premium performance clubs will be available nationwide on February 9, 2018.

Distinguished by increased ball speed from what the company calls "The Jailbreak Effect," the new line of Rogue clubs feature an enhanced version of Jailbreak Technology in both the driver and, for the first time, the fairway woods.

### **ROGUE DRIVER:** *Jailbreak Distance with Increased Forgiveness*

"We aligned these technologies (Jailbreak and X-Face VFT) to amplify what we call the Jailbreak Effect, which is all about promoting faster ball speed on both center and off-center hits to help golfers get more average distance on nearly every drive." -Dr. Alan Hocknell, SVP, Callaway R&D

#### *Key Points:*

#### **The Jailbreak Effect**

Jailbreak Effect: Combined power of Jailbreak Technology and X-Face VFT Technology promotes high ball speed and long distance.

#### **Triaxial Carbon Crown and New Head Shape for Increased MOI**

The large Triaxial Carbon composite crown surface area in a Callaway driver and new high-MOI shape with larger address footprint combine to increase stability and forgiveness.

#### **Boeing Aero Package**

Callaway worked with Boeing to improve Speed Step technology by redefining the geometry of the leading edge to improve airflow to promote faster head speed.

#### **Premium Shaft Selection at Multiple Weights**

Choose from 40g, 50g, 60g and 70g shaft weights by Aldila and Project X.

3 Driver Models: Standard | Draw | Sub Zero

Pricing: \$499

### **ROGUE FAIRWAY WOODS:** *The First Fairway Wood with Jailbreak Distance Technology*

"The challenge was to make these technologies, Jailbreak and Face Cup, work together," said Dr. Alan Hocknell, SVP, R&D, Callaway Golf Company. "That technological synergy is what makes Rogue fairways an engineering marvel, and an absolute powerhouse."

#### *Key points:*

#### **Jailbreak Technology and Face Cup for the First Time in a Fairway Wood**

Jailbreak Technology and Face Cup work together (for the first time) to promote fast ball speed across a large part of the face for consistently long distance.

### **Easy to Launch on a Strong, Straight Flight**

Ultra-low CG location and high MOI make Rogue fairways easy to hit and exceptionally accurate.

### **Triaxial Carbon Crown for Distance and Forgiveness**

Weight saved by the light, strong Triaxial Carbon crown is repositioned in the head to promote high launch / low spin and increased MOI.

### **Industry-leading Selection of Shaft, Weight and Loft Options**

Industry-leading shaft selection, plus weight and loft options: multiple premium shaft brands and weights – 40g, 50g, 60g, 70g, and 80g.

Lofts include 3+ / 13.5°, 3 / 15°, 4 / 17°, 5 / 19°, Heaven-Wood / 20°, 7 / 21°, 9 / 23°, 11 / 25°

2 Fairway Wood Models: Standard | Sub Zero

Pricing: \$299

### **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 bags, accessories and apparel in the golf and lifestyle categories, under the Callaway Golf®, Odyssey®, OGIO® and TravisMathew® brands worldwide. For more information please visit [www.callawaygolf.com](http://www.callawaygolf.com), [www.odysseygolf.com](http://www.odysseygolf.com), [www.ogio.com](http://www.ogio.com), and [www.travismathew.com](http://www.travismathew.com).

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