



## Callaway Golf Announces Rogue Irons & Hybrids

CARLSBAD, Calif., Jan. 18, 2018 /PRNewswire/ -- Callaway Golf Company (NYSE: ELY), the #1 Iron Brand and #1 Hybrid Brand in Golf, has announced its new Rogue Irons and Rogue Hybrids. Both products introduce new technologies, which are outlined below, to the iron and hybrids categories. The Rogue Irons and the Rogue Hybrids will be available at retail nationwide on February 9, 2018.

### Callaway Rogue Irons

The new line of irons includes Rogue, Rogue Pro, Rogue X and Rogue Women's Irons, all designed to extract maximum performance from a multi-material construction.

These irons are led by Callaway's renowned 360 Face Cup technology with Variable Face Thickness (VFT) technology to expand the portion of the face that delivers fast ball speed. And the company's new urethane microspheres improve sound and feel without compromising COR and ball speed. The result is the best combination of distance, accuracy and playability ever in a Callaway iron.

Rogue Irons: Long, accurate, easy to hit, and versatile, with great sound and feel. Suited for average players seeking balanced performance.

Rogue Pro Irons: Caters to the preferences of better players with a compact head, thin topline, thin sole, shallow cavity and minimal offset, to increase workability, trajectory control and impact feedback.

Rogue X Irons: A total distance overhaul. They're lighter in weight and longer in length, with stronger lofts. The wide sole pulls the CG low and deep for easy, high launch and long carry. Add 360 Face Cup and VFT for more average ball speed and you have an iron fully armed to max out distance.

Rogue Women's Irons: Ultra-light weight with wide sole, large cavity and ultra-low CG to help slower swingers build more head speed and launch the ball higher launch for longer carry and more distance.

### Callaway Rogue Hybrids

The new line of hybrids includes the Rogue and Rogue X Hybrids, the first hybrids ever to incorporate Callaway's innovative Jailbreak distance technology. This technology was first introduced last year in the Company's Great Big Bertha Epic Driver, the #1 selling driver in the U.S. every month in 2017.

The synergy of Jailbreak and the Company's renowned Hyper Speed Face Cup make these the most powerful hybrids that Callaway has ever created.

Rogue Hybrids: Designed to create more distance for every player

Rogue X Hybrids: A total distance overhaul with lighter weights, stronger lofts and a larger clubhead.

### **Key Info and Pricing**

Retail date for all irons and hybrids: February 9<sup>th</sup>

Pricing (all hybrids): \$249.99

Pricing (Rogue Irons, Rogue Pro Irons, Rogue X Irons): \$899/steel, \$999/graphite

Rogue Pro Irons Pricing: \$999.99

For more information, 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 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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