



Callaway Golf Staff Pro Bruce Fleisher Wins Ninth Senior PGA Tour Event

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CARLSBAD, CA., February 21, 2000 – Callaway Golf (NYSE: ELY) Staff Professional Bruce Fleisher continued his run as the hottest player on the Senior PGA Tour with a resounding four-stroke victory over a star-studded field at the GTE Classic at the TPC of Tampa Bay at Lutz, Fla., this past weekend. Fleisher's win, his ninth in just over a year on the Senior PGA Tour, was his second of the 2000 season using a new Callaway Golf® ball and a bag full of Callaway Golf clubs.

The 1999 Senior PGA Tour Player of the Year and Rookie of the Year relied on the precision and control of his strong short game down the stretch to secure the victory and regain the top spot on the Senior PGA Tour money list.

"I really could not be happier with the overall state of my game," Fleisher said. "I feel like I'm driving the ball longer and I have a lot of control over my irons. The ball seems to do whatever I need it to around the greens – whether I needed to hit a bump-and-run from the fairway or put a lot of spin on a bunker shot. My confidence level right now is very high that I can execute the shot and hit it close."

In addition to a prototype Callaway Golf ball, all 14 golf clubs in Fleisher's bag were Callaway Golf clubs. His winning arsenal included a Great Big Bertha® Hawk Eye® Pro Series Titanium Driver, the new Steelhead Plus™ 3-wood and 5-wood, Hawk Eye® Tungsten Injected™ Titanium Irons, a Steelhead™ X-14™ Wedge and an Odyssey® Dual Force® 664 Putter. Callaway Golf Staff Professional Jim Dent also continued his fine play at the GTE Classic, finishing tied for third using 13 Callaway Golf clubs and a new Callaway Golf ball.

The Callaway Golf balls used by Fleisher and other touring professionals since January are prototype balls that were designed by Callaway Golf Ball Company engineers and manufactured at the Callaway Golf Ball plant in Carlsbad. The USGA-approved prototypes are virtually identical in feel and performance characteristics to the Callaway "Rule 35™" balls that were introduced to the retail market and the public at the PGA Merchandise Golf Show in Orlando on February 4, 2000. There is a slight variation in the dimple patterns of the balls. The "Rule 35" balls, which come in Firmfeel™ and Softfeel™ models and which are expected to be on the USGA's approved list on April 1, have 382 dimples rather than the 402 dimples on the prototype balls. All the materials and formulas used in the construction of the "Rule 35" balls are identical to the prototypes, as are the benefits associated with the new ball's motto of "Complete Performance™."

Each "Rule 35" ball is stamped with the distinctive, stylized red or blue "C" logo of the Callaway Golf Ball Company. The unique and simple packaging – bright red boxes for the Firmfeel ball, bright blue boxes for the Softfeel ball – will be easily recognizable in displays at selected retail stores and pro shops beginning in early March. Once the "Rule 35" ball appears on the USGA approved list, it will be made available to Callaway Golf Staff professionals and a select group of other pros for tournament play.

Joining Fleisher in the winner's circle this week is Callaway Golf Staff Professional Prayad Marksaeng. The Thailand native won the Casino Filipino Open on the Asian PGA Davidoff Tour. Marksaeng's victory was his first since 1997.

Two other Callaway Golf Staff Professionals also posted high finishes over the weekend. Jesper Parnevik closed strong to finish second at the Nissan Open using 12 Callaway Golf clubs, including a Steelhead Plus 3-wood. And Rachel Hetherington shot a final-round 65, including six consecutive birdies, to finish second at the Australian Women's Open using 12 Callaway Golf clubs.

Callaway Golf Company makes and sells Big Bertha® Metal Woods and Irons, including Great Big Bertha® Hawk Eye® Titanium

Metal Woods and Tungsten Injected™ Titanium Irons, Big Bertha® Steelhead Plus™ Stainless Steel Metal Woods and Steelhead® X-14™ Stainless Steel Irons, and Bobby Jones® and Carlsbad Series™ Putters. Callaway Golf Company also makes and sells Odyssey® Putters and wedges with Stronomic® and Lyconite® inserts, including the White Hot™ and TriForce™ Putters. Callaway Golf Ball Company launched its Firmfeel™ and Softfeel™ golf balls on February 4, 2000. For more information about Callaway Golf Company, please visit any of the company's websites at www.callawaygolf.com, www.callawaygolfball.com and www.odysseygolf.com.