



## Colin Montgomerie Chooses The Callaway Golf “Rule 35” Ball

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CARLSBAD, CA., July 6, 2000 – Callaway Golf Company (NYSE: ELY) announced today that Colin Montgomerie has chosen to play and endorse the Callaway Golf® “Rule 35™” ball, effective immediately. Montgomerie, the top player on the European PGA Tour over the last decade and currently No. 3 in the World Ranking, is expected to put the “Rule 35” ball in play this week at the European Open.

Montgomerie has selected the Firmfeel™ (red logo) “Rule 35” for play this week. During his extensive ball testing, Montgomerie was equally impressed by the Complete Performance™ of both the Firmfeel and Softfeel™ (blue logo) models.

“I first told the people at Callaway, ‘If you’ve made a ball that goes farther off the tee and spins well on the green, then you’ve got a winner.’ I found very quickly that was the case with both models of the “Rule 35” ball,” said Montgomerie. “Off the driver, the ball performs very well. The ball flies high but has exceptionally stable trajectory into the wind. As hot as the ball comes off the driver, it spins back more with the short irons. And the ball has a nice ‘click’ off the putter, which I like very much.

“I’ve always felt that if there’s a product out there that works better for me, I’m willing to change,” added Montgomerie, winner of an unprecedented seven consecutive European Order of Merit titles. “I’m like anyone else. I want to win, and I want to play with equipment that gives me the best chance of doing so.”

“Colin Montgomerie is clearly one of the best golfers in the world, and we are thrilled that he is now playing the “Rule 35” ball,” said Chuck Yash, president of Callaway Golf and CEO of Callaway Golf Ball Company. “He joins a growing list of great golfers using the “Rule 35” ball, including Arnold Palmer, Bruce Fleisher and Annika Sorenstam. We now have more than 50 touring pros worldwide using the “Rule 35” ball, and that sort of expert validation of our new golf ball is very gratifying to all of us at Callaway Golf.

“Equally rewarding has been the reaction of average golfers to the new “Rule 35” golf ball. Our goal from the beginning was to make a golf ball that provides Complete Performance to golfers of all levels. We are pleased that the “Rule 35” ball helps recreational golfers enjoy the game and also helps tournament players of Colin Montgomerie’s caliber improve their chances of winning.”

Montgomerie’s endorsement of the “Rule35” golf ball, which was effective July 1, 2000, is expected to continue through 2005 as part of a new 5-year staff endorsement agreement between Callaway Golf and Montgomerie. In addition to playing and endorsing a Callaway Golf ball, Montgomerie will also play and endorse Callaway Golf clubs, including drivers, fairway woods and irons, as well as Odyssey® Putters. Montgomerie has been a Callaway Golf staff professional since Jan. 1, 1995.

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*Callaway Golf Ball Company, a wholly owned subsidiary of Callaway Golf Company, makes and sells the “Rule 35™” Firmfeel™ and Softfeel™ golf balls. Callaway Golf Company makes and sells Big Bertha® Metal Woods and Irons, including Great Big Bertha® Hawk Eye® Titanium Metal Woods and Hawk Eye® Tungsten Injected™ Titanium Irons, Big Bertha® Steelhead Plus™ Stainless Steel Metal Woods, Steelhead™ X-14™ Stainless Steel Irons, and Bobby Jones® and Carlsbad Series™ Putters. Callaway Golf Company also makes and sells Odyssey® putters with Stronomic® inserts, including White Hot™ and TriForce™ Putters. For more information about Callaway Golf Company, please visit our Web sites at [www.callawaygolf.com](http://www.callawaygolf.com), [www.callawaygolfball.com](http://www.callawaygolfball.com) and [www.odysseygolf.com](http://www.odysseygolf.com).*