



## **Callaway Golf Staff Professional Jim Thorpe Uses “Rule 35” Ball, And New Prototype Driver To Win First Senior PGA Tour Title**

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CARLSBAD, CA., October 9, 2000 – Callaway Golf (NYSE: ELY) Staff Professional Jim Thorpe yesterday earned the first victory of his Senior PGA Tour career in record style. Thorpe eagled the final hole to set a new scoring record of 18-under-par 196 at The Transamerica and post a three-stroke victory over fellow Callaway Golf Staff Professional Bruce Fleisher.

Thorpe dominated the event using a “Rule 35™” Firmfeel™ ball and his new Callaway Golf prototype titanium driver. For the week, Thorpe led the field with a driving distance average of 313.2 yards and was third in greens hit in regulation at 85.2 percent.

“I hope this win is the first of many,” said Thorpe, 51. “The way I drove the ball this week was unbelievable. I was driving it very long. I feel like I can really shoot some low numbers.” Thorpe used a total of 13 Callaway Golf® clubs at The Transamerica. In addition to the prototype driver, he carried a Steelhead Plus™ 3-wood and Big Bertha® X-12® Pro Series Irons.

The Transamerica was a showcase for Callaway Golf Staffers and Callaway Golf clubs and balls. Three of the top four finishers – Thorpe, Fleisher and David Graham – all used Callaway Golf’s new prototype titanium driver and “Rule 35” golf ball. Fleisher, the defending Transamerica champion, carded his 19th top-10 finish of the season. It was Fleisher’s second consecutive top-10 with the new Callaway Golf prototype driver. Fleisher used 14 Callaway Golf clubs at The Transamerica, including a Hawk Eye® Titanium 3-wood, Steelhead Plus 5-wood, Hawk Eye Tungsten Injected™ Titanium Irons and Wedges and an Odyssey® Dual Force® 770 Putter. Fleisher, who also used a Callaway Golf “Rule 35” Firmfeel ball, was second in greens hit in regulation at 87 percent and posted a driving distance average of 283.3 yards. Since switching to a Callaway Golf ball this year, Fleisher has increased his driving distance average by 10 yards over his 1999 average.

Graham finished fourth at The Transamerica. In addition to using a Callaway Golf prototype titanium driver and a “Rule 35” Softfeel™ ball, Graham also used a new set of prototype Callaway irons and wedges. Graham was fourth in driving distance average at 297 yards for the event, and he was sixth in greens hit in regulation at 79.6 percent.

The Callaway Golf “Rule 35” ball was the second most-played ball at The Transamerica. Seven of the top 12 finishers used the ball, including five of the top seven. In all, 30 seniors put the “Rule 35” ball in play at The Transamerica, making Callaway Golf one of just two ball manufacturers to have double-digit usage numbers at the event.

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*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. Callaway Golf Ball Company, a wholly-owned subsidiary of Callaway Golf Company, makes and sells the Callaway Golf “Rule 35™” Firmfeel™ and Softfeel™ golf balls. 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).*