



Lorie Kane & Annika Sorenstam Take The Top Two Spots At The Takefuji Classic Using The Callaway Golf 'Rule 35' Ball

CONTACT(S): Larry Dorman, Mike Galeski, Millie Speirs (760) 931-1771

CARLSBAD, CA., February 12, 2001 – Callaway Golf (NYSE: ELY) earned its 33rd international golf ball win Saturday when Lorie Kane won the LPGA Takefuji Classic with a “Rule 35™” Firmfeel™ (red logo) ball. Callaway Golf Staff Professional Annika Sorenstam used the “Rule 35” Softfeel™ (blue logo) ball to finish second at the event. Overall, Callaway Golf was the No. 2 ball brand in play at the event and is No. 2 year-to-date in golf ball usage on the LPGA Tour.

Kane shot a 6-under-par 66 in the final round to earn a two-stroke victory over Sorenstam. This is the fourth win for Kane over the last seven months – all with a Callaway Golf ball. Kane also used 12 Callaway Golf® clubs, including a Hawk Eye® Pro Series Titanium Driver, Steelhead Plus™ Fairway Woods, Steelhead® X-14® Irons and a new Odyssey® TriHot™ 2 Putter.

Sorenstam birdied the final three holes at the Kona Country Club to finish solo second in her first tournament of the year. She used 12 Callaway Golf clubs, including a new Hawk Eye VFT™ Pro Series Titanium Driver, Steelhead Plus Fairway Woods, Steelhead X-14 Irons and an Odyssey Dual Force® Rossie® 2 Putter. Callaway Golf Staff Professional Emilee Klein also finished in the top 10 at the event using 12 Callaway Golf clubs, including a Hawk Eye VFT Titanium Driver, a Hawk Eye VFT Titanium 3-wood, Steelhead Plus Fairway Woods, Steelhead X-14 Pro Series Irons and a new Odyssey White Hot™ 8 Putter. Klein also used a “Rule 35” Firmfeel ball.

The top four finishers at the Takefuji Classic used Odyssey Putters, while the top three all relied on Callaway Golf titanium drivers. Callaway Golf was the leader in the Darrell Survey usage numbers for drivers, fairway woods, irons and putters at the event.

Callaway Golf was also victorious on the Senior PGA Tour, where the winner of the ACE Group Classic used a Callaway Golf fairway wood in his victory. Two of the top three finishers at the event used “Rule 35” Firmfeel balls, including Callaway Golf Staff Professional Stewart Ginn. Ginn finished third using 12 Callaway Golf clubs, including a Hawk Eye VFT Titanium Driver, Big Bertha Steelhead and Steelhead Plus Fairway Woods, Steelhead X-14 Irons and an Odyssey Rossie 1 Putter. Callaway Golf was the No. 1 brand in driver, fairway woods, irons and putters usage and No. 2 in golf ball usage at the event.

Callaway Golf also had strong usage numbers for the ERC™ II Forged Titanium Driver on the PGA European Tour last week. Callaway Golf led the driver count at the Greg Norman Holden International with 64 total drivers in play, and the Company also led in fairway woods and putters at the event while finishing tied for second in the golf ball count. A total of 22 players teed it up with an ERC II Forged Titanium Driver – including Callaway Golf Staff Professional Phillip Price, who finished tied for eighth using the driver and a “Rule 35” Softfeel ball. Another 23 players at the event used the Hawk Eye VFT Titanium Driver, with an additional four players using the Hawk Eye VFT Pro Series Titanium Driver.

Callaway Golf Company makes and sells Big Bertha® Metal Woods and Irons, including Big Bertha ERC™ II Forged Titanium Drivers, Big Bertha Hawk Eye® VFT™ and Big Bertha Hawk Eye VFT Pro Series Titanium Drivers and Fairway Woods, Big Bertha Steelhead Plus™ Stainless Steel Drivers and Fairway Woods, Hawk Eye Tungsten Injected™ Titanium Irons, Steelhead® X-14® and Steelhead X-14 Pro Series Stainless Steel Irons. Callaway Golf Company also makes and sells Odyssey® Putters, including White Hot™, TriHot™, and Dual Force® Putters. Callaway Golf Company makes and sells the Callaway Golf® “Rule 35™” Firmfeel™ and Softfeel™ golf balls, and the CB1™ Red golf ball. For more information about Callaway Golf Company, please vis.

our Web sites at www.callawaygolf.com, www.callawaygolfball.com and www.odysseygolf.com.