



Seve Ballesteros Joins Callaway Golf – Will Use ERC II Driver And Other Callaway Golf Clubs And Ball

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CARLSBAD, CA., February 14, 2001 – Callaway Golf (NYSE: ELY) today announced that World Golf Hall of Fame member Seve Ballesteros has joined the Company's team of staff professionals. Ballesteros, generally regarded as one of golf's most magnetic personalities and creative shotmakers, has signed a long-term endorsement contract to play Callaway Golf® clubs and balls and to carry a bag with the Company's logo. He is expected to use the new Big Bertha® ERC™ II Forged Titanium Driver, Steelhead® X-14® Irons and the Callaway Golf "Rule 35™" ball beginning at this week's Malaysian Open on the PGA European Tour.

"I believe that Callaway Golf is head and shoulders above other golf equipment companies in research and development and in the products they make," said Ballesteros, 43. "I am also a great believer in the efforts they are making in growing the game of golf around the world. It is a great pleasure to be associated with a company that I feel so strongly about, and I am proud to have Callaway Golf equipment in my bag."

Since winning the Dutch Open in 1976 at the age of 19, Ballesteros has won more than 60 events around the world, including five of golf's major championships – three British Opens and two Masters. A member of eight Ryder Cup teams, Ballesteros captained the European side to a victory in 1997 at the biennial matches. He was named to the World Golf Hall of Fame in 1997.

"We are extremely pleased to have with us such a wonderfully skilled golfer as Seve Ballesteros. He is an admirable and truly charismatic personality," said Ely Callaway, Founder and CEO of Callaway Golf. "As a great champion and worldwide celebrity, Seve will be an exceptionally effective representative for Callaway Golf around the world."

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