



Callaway Golf Company Chooses TBWA\Chiat\Day As Advertising Agency Of Record For Electronic Business And Online Ventures

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CARLSBAD, CA., August 22, 2001 – Callaway Golf (NYSE: ELY) today announced it has selected TBWA\Chiat\Day of San Francisco as its interactive agency of record for the Company's electronic business and online ventures.

"We have selected TBWA\Chiat\Day for their creative excellence, particularly in the area of brand expression," said Ian Rowden, executive vice president of global advertising for Callaway Golf. "Coupled with their depth of talent, this aligns well with our interactive objectives."

TBWA\Chiat\Day's initial duties will include evaluation and enhancement of Callaway Golf's online presence with respect to interactivity, personalization and direct marketing.

TBWA\Chiat\Day is currently one of the top 10 ad agencies in the United States with estimated billings of \$1.8 billion. Clients include Absolut, Apple, EarthLink, Energizer, Kinko's, Kmart, Infiniti, Levi's, Nissan, Orbitz, Seagram and Sony PlayStation. TBWA\Chiat\Day is part of TBWA\Worldwide, which is among the top 10 U.S.-based agency networks, with annual consolidated billings of \$8.6 billion. The network has 217 offices in 69 countries and 8,400 employees worldwide.

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 and CB1 Blue golf balls. For more information about Callaway Golf Company, please visit our Web sites at www.callawaygolf.com and www.odysseygolf.com.