



Callaway Golf Adds New Long and Mid Putter Models to World Renowned Family of Odyssey White Hot Putters

CARLSBAD, Calif.--(BW SportsWire)--Jan. 24, 2002--Callaway Golf (NYSE: ELY) Company's putter brand, Odyssey Golf, today introduced two new putter styles in the Odyssey(R) White Hot(TM) Putter lineup. The Odyssey White Hot Long and Odyssey White Hot Mid Putters are both center-shafted putters designed for golfers who prefer longer-than-standard putter styles. Both putters are scheduled to reach golf shops in mid-March.

The Odyssey White Hot Long and Mid Putters are designed to be used with the grip end of the putter shaft anchored against the golfer's body. The White Hot Long Putter can be anchored to the chest region and the White Hot Mid Putter can be anchored to the navel region for a solid base. Both these putting methods eliminate the wrists from the putting stroke, helping to improve accuracy by reducing excess movement.

"The putting stroke is a very individual thing, and many golfers

-- from touring professionals to average players -- prefer using longer putters," said Richard C. Helmstetter, senior executive vice president of research and development and chief of new products for Callaway Golf. "We think these golfers will truly enjoy using the Odyssey White Hot Long and Mid Putters. Both styles have heavyweight heads that improve feel through the stroke and add extra forgiveness. These putters have already been put in play on the professional tours, and feedback has been extremely positive."

Both of these unique Odyssey White Hot Putter models feature a new head design that is center-shafted with no offset. This design provides a clean look and promotes a smooth putting stroke. Each model is available in three lengths with a new black-and-white swirl grip style. The White Hot Long Putter has a split grip, while the White Hot Mid Putter has one extended grip.

Both new putters feature the Odyssey White Hot insert. This soft, resilient insert is made from a urethane blend similar to the covers of Callaway Golf's HX(TM) and CTU 30(TM) golf balls. Unlike some soft inserts, the White Hot insert provides consistent distance control regardless of the type of golf ball used. Putters featuring the White Hot insert have been used to win dozens of professional tournaments since the beginning of 2000.

The Odyssey White Hot Long and Mid Putters each have a suggested retail price of \$215 in right-handed models only. The White Hot Long Putter is available in 46-, 48- and 50-inch models, while the White Hot Mid Putter is available in 41-, 43- and 45-inch versions. Both putter models conform to all USGA and Royal & Ancient Golf Club rules for recreational and tournament play.

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods and Irons, including Big Bertha ERC(R) II Forged Titanium Drivers, Big Bertha C4(TM) Compression Cured Carbon Composite Drivers, Big Bertha Hawk Eye(R) VFT(R) and Big Bertha Hawk Eye VFT Pro Series Titanium Drivers and Fairway Woods, Big Bertha Steelhead(TM) III Stainless Steel Drivers and Fairway Woods, Hawk Eye VFT Tungsten Injected(TM) Titanium Irons, Big Bertha Stainless Steel Irons, Steelhead X-14(R) and Steelhead X-14 Pro Series Stainless Steel Irons. Callaway Golf Company also makes and sells Odyssey(R) Putters, including White Hot(R), TriHot(TM), and Dual Force(R) Putters. Callaway Golf Company makes and sells the Callaway Golf(R) HX(TM) Blue and HX Red balls, Rule 35(R) Firmfeel(TM) and Softfeel(TM) balls, the CTU 30(TM) Blue and CTU 30 Red balls, and the CB1(TM) Blue and CB1 Red balls. For more information about Callaway Golf Company, please visit our Web sites at www.callawaygolf.com and www.odysseygolf.com.

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CONTACT: Callaway Golf Company, Carlsbad
Larry Dorman/Mick McCormick/Millie Speirs
760/931-1771