



Callaway Golf and Sanei International Sign Licensing Agreement For Premium Golf Apparel and Franchise Shops in Japan

CARLSBAD, Calif., Dec 13, 2001 /PRNewswire via COMTEX/ -- Callaway Golf Company (NYSE: ELY) today announced that it has signed a long-term licensing agreement with Sanei International to create and sell Callaway Golf apparel in Japan. Sanei is a recognized leader in Japanese fashion apparel brand-building, managing several high-profile apparel brands, including Pearly Gates, Natural Beauty, Vivienne Tam, Jill Stuart and Kate Spade.

"Callaway Golf is very pleased to partner with Sanei International as we enter the apparel business in Japan," said Ron Drapeau, president, CEO and chairman of Callaway Golf. "Sanei has an impressive record of success in providing premium quality apparel to Japanese consumers, and their attention to detail and knowledge of the complexities of the marketplace make them an ideal choice for us going forward."

Sanei's expertise in the Asian market will be reflected in the apparel it produces for Callaway Golf. Japanese consumers will find familiar Asian sizing, quality and design details incorporated into the line. Sanei will also launch a series of franchise shops that will specialize in selling the Callaway Golf apparel collection. The collection will also be available at selected golf shops, department stores and Sanei's Pearly Gate shops.

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.

SOURCE Callaway Golf Company

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