



Callaway Golf, PGA of America Form Multi-Year Sponsorship Program; Callaway Golf Confirms Participation in 2003 PGA Merchandise Show

CARLSBAD, Calif., Jul 25, 2002 (BW SportsWire) -- Callaway Golf Company (NYSE:ELY) and the PGA of America today jointly announced the formation of a multi-year sponsorship program that will touch virtually all stages of PGA membership -- from supporting senior professional and junior national championships, to partnerships in the PGA Learning Center and Golf Retirement Plus(TM), and in teaming to develop new education and competitive programs for PGA Professionals.

"This program is one more example of a significant shift in our approach to our green grass customers and the PGA of America," said Mick McCormick, Executive Vice President of Global Sales for Callaway Golf. "In the past two years, we have completely re-aligned our sales organization and distribution strategy to give our green grass customers the best service in the industry. Currently, we are the only major manufacturer with dedicated green grass sales representatives, many of whom are PGA members. This multi-year sponsorship with the PGA of America is in addition to our sponsorship and education programs in 18 different PGA Sections across the country and numerous sales programs designed specifically to benefit our green grass customers."

In addition to announcing its broad-based sponsorship program with the PGA of America, Callaway Golf reconfirmed its commitment to participate in the 2003 PGA Merchandise Show scheduled for January in Orlando, Florida.

"We are pleased to have reached an agreement with Reed Exhibition Companies on our participation at the upcoming PGA Merchandise Show," Mr. McCormick said. "Callaway Golf has been a long-time supporter of the Show, and we think there are a number of benefits to maintaining a presence in Orlando."

Said PGA of America President Jack Connelly: "The PGA of America is proud to launch this multi-dimensional sponsorship program with Callaway Golf, a leader in our industry which has reflected our Association's mission to grow the game of golf. With Callaway Golf's support of all stages of PGA membership, we are excited about what lies ahead in developing new initiatives in member education and competitive opportunities."

The Callaway Golf-PGA of America sponsorship program touches the following PGA membership programs:

- The Callaway Senior Club Professional Championship, the national championship for PGA Professionals age 50 and older, which celebrates its 14th edition Oct. 17-20, at PGA Golf Club in Port St. Lucie, Fla. Callaway Golf will extend the sponsorship of the Championship to PGA Sections beginning in 2003.
- In 2003, Callaway Golf will become a supporting partner of Golf Retirement Plus(TM), a supplemental retirement program for PGA Professionals.
- The Westfield Junior PGA Championship presented by Callaway Golf, one of America's premier events for junior boy and girl golfers, which celebrated its 27th edition July 17-20, in Westfield Center, Ohio.
- The PGA Junior Series presented by Callaway Golf, a coast-to-coast tournament program founded in 1996 that provides affordable and competitive playing opportunities for boys and girls age 13 to 17.
- A product partnership at the PGA Learning Center at PGA Village in Port St. Lucie, Fla. The PGA Learning Center's 35-acre golf park is the ultimate learning experience for golfers of all levels.

- Callaway Golf will join The PGA of America in a new education program for PGA Professionals at the PGA Merchandise Show and the PGA Education Center at PGA Village.
- Callaway Golf will join The PGA of America in developing new competitive opportunities for PGA Life Members and Apprentices.

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods and Irons, including Big Bertha C4(TM) Compression Cured Carbon Composite Drivers, Big Bertha ERC(R) II Forged Titanium Drivers, Big Bertha ERC Forged Titanium Fairway Woods, 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, and Callaway Golf Forged Wedges. Callaway Golf Company also makes and sells Odyssey(R) Putter, including White Hot(R), TriHot(R), and Dual Force(R) Putter. Callaway Golf Company makes and sells the Callaway Golf(R) HX(R) Blue and HX Red balls, the CTU 30(R) Blue and CTU 30 Red balls, the HX 2-Piece Blue and HX 2-Piece Red balls, the CB1(TM) Blue and CB1 Red balls, and the Warbird(TM) golf balls. For more information about Callaway Golf Company, please visit our Web sites at www.callawaygolf.com and www.odysseygolf.com.

CONTACT:

Callaway Golf Company
Larry Dorman, 760/931-1771
or
PGA of America
Julius Mason, 561/624-8444
jmason@pgahq.com

URL:

<http://www.businesswire.com>

Today's News On The Net - Business Wire's full file on the Internet with Hyperlinks to your home page.

Copyright (C) 2002 Business Wire. All rights reserved.