



Callaway Golf Names Keith Keindel Senior Vice President, International

CARLSBAD, Calif.--(BUSINESS WIRE)--Sept. 30, 2003--Callaway Golf Company (NYSE: ELY) today announced the appointment of Keith Keindel to the newly created position of Senior Vice President, International. Keindel is an industry veteran with 14 years of experience with The Top-Flite Golf Company, which is now a wholly owned subsidiary of Callaway Golf(R). He will report directly to Patrice Hutin, President and Chief Operating Officer of Callaway Golf.

Keindel will oversee all international sales operations for Callaway Golf and its brands, including Odyssey Golf(R), Top-Flite(R), Strata(R) and Ben Hogan(R). All Callaway Golf subsidiary heads, the Top-Flite international division and branch heads, and all personnel related to sales to distributors will report to Keindel. Keindel has 20 years of experience in the retail business, including two years as President of Converse Canada. He has spent the last 14 years at Top-Flite, including 11 years as President of Spalding Canada and the past three years as Executive Vice President of International and Licensing.

"Keith is an important addition to our global sales team," said Hutin. "His many years of international experience in the golf industry will be a great benefit to Callaway Golf and its brands around the world."

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods and Irons, including Great Big Bertha(R) II Titanium Drivers and Fairway Woods, Big Bertha Steelhead(R) III Stainless Steel Drivers and Fairway Woods, Hawk Eye(R) VFT(R) Tungsten Injected(TM) Titanium Irons, Big Bertha Stainless Steel Irons, Steelhead X-16(R) and Steelhead X-16 Pro Series Stainless Steel Irons, and Callaway Golf Forged Wedges. Callaway Golf Company also makes and sells Odyssey(R) Putters, including White Hot(R), TriHot(R), DFX(TM) and Dual Force(R) Putters. 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(R) Blue and CB1 Red balls, and the Warbird(TM) golf balls. Callaway Golf also owns and operates The Top-Flite Golf Company, a wholly owned subsidiary that includes the Top-Flite(R), Strata(R) and Ben Hogan(R) brands. For more information about Callaway Golf Company, please visit our websites at www.callawaygolf.com and www.odysseygolf.com.

CONTACT: Callaway Golf Company, Carlsbad
Larry Dorman or Patrice Hutin, 760-931-1771

SOURCE: Callaway Golf Company