



FBR Open is First 2004 PGA Tour Victory for Callaway Golf's Great Big Bertha II Titanium Driver

CARLSBAD, Calif.--(BUSINESS WIRE)--Feb. 2, 2004--Callaway Golf Company (NYSE: ELY) was victorious on the PGA Tour yesterday, as the winner of the FBR Open used his Great Big Bertha(R) II Pro Series Titanium Driver to claim his second Tour title in as many years. As with his first career victory at last year's Buick Classic, the 33-year-old PGA Tour veteran relied upon the power and precision of the Great Big Bertha II Titanium Driver to drive his way to the top of the leaderboard.

The winner of the FBR Open averaged 296.6 yards in driving distance and hit 76.8 percent of the fairways at the TPC of Scottsdale. A string of four consecutive birdies on the final nine holes helped ensure his two-stroke margin of victory. He won his first PGA Tour event by using his Great Big Bertha II Pro Series Titanium Driver to set up a dramatic eagle on the first hole of a playoff at last year's Buick Classic. The Tour's newest two-time winner is a combined 56-under par over his first four events of 2004, and he leads the PGA Tour in money won at \$1,292,944.

The Great Big Bertha II Pro Series Titanium Driver is one of three models in the family of Great Big Bertha II Drivers, including the new Great Big Bertha II 415 Titanium Driver and the original Great Big Bertha II Titanium Driver. A total of 25 players teed it up with Callaway Golf(R) drivers at the FBR Open, including 11 who used Great Big Bertha II Drivers, another 11 who used the new ERC(R) Fusion(R) Driver and three who used the Company's new Big Bertha(R) Titanium Driver. Callaway Golf Staff Professional Ricky Barnes used the potent combination of the ERC Fusion Driver and the new Callaway Golf HX(R) Tour Golf Ball to lead the field in driving distance with an average of 312.4 yards off the tee.

Callaway Golf equipment also was on prominent display last weekend at the Wendy's Champions Skins Game in Hawaii. Callaway Golf Staff Professional Arnold Palmer finished second behind Tom Watson, who said, "Arnold was the star of the two days. He made everyone dream of Arnold's charges again. I think we're all part of Arnie's Army. He can still do it." Palmer used 14 Callaway Golf clubs -- including the ERC Fusion Driver -- and the new HX Tour Golf Ball in his strong performance, which included a stretch of five birdies in seven holes.

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods and Irons, including ERC(R) Fusion(R) Drivers, Great Big Bertha(R) II Titanium Drivers and Fairway Woods, Great Big Bertha II 415 Titanium Drivers, Big Bertha Titanium Drivers and Big Bertha Stainless Steel 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, Callaway Golf Forged+ Wedges and Callaway Golf Forged Wedges. Callaway Golf Company also makes and sells Odyssey(R) Putter, including White Hot(R), TriHot(R), DFX(R) and Dual Force(R) Putter. Callaway Golf Company makes and sells the Callaway Golf(R) HX(R) Tour balls, HX Blue and HX Red balls, Big Bertha(TM) Blue and Big Bertha Red balls, and the Warbird(TM) 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, www.topflite.com and www.odysseygolf.com.

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