



Odyssey Golf Expands Brand Offerings with Three DFX 2-Ball Putter Line Extensions

CARLSBAD, Calif., Feb 23, 2004 (BUSINESS WIRE) -- Odyssey Golf, a brand of Callaway Golf Company (NYSE: ELY) today announced the addition of three new models to the world's best-selling Odyssey(R) 2-Ball Putter line. The new DFX(R) 2-Ball Center-Shafted, DFX 2-Ball Long, and DFX 2-Ball Mid Putters give golfers even more options on and around the green with the patented and proven 2-Ball alignment system.

"The original Odyssey 2-Ball Putter sparked a revolution in putter design and performance," said Patrice Hutin, President and COO of Callaway Golf. "The unique 2-Ball alignment system quickly made the 2-Ball Putter a top choice of pros on tour and the number 1 choice of golfers at retail. With three new additions to the 2-Ball lineup, we now offer 10 models to satisfy the putting preferences of most any golfer."

Each of the three new DFX 2-Ball Putter models feature the new Stronomic(R) insert technology for consistent performance with a slightly firmer feel than the White Hot(R) Putter insert. DFX 2-Ball Putters also feature the rich, dark DFX finish to reduce glare.

-- The DFX 2-Ball Center-Shafted Putter has an extended mallet head with a center shaft and no offset. It is available in right- and left-handed models of 33, 34, 35 and 36 inches and carries a suggested retail price of \$215.

-- The DFX 2-Ball Long Putter has an extended mallet head with a long shaft and split grip. It is available in right- and left-handed models of 46, 48 and 50 inches and carries a suggested retail price of \$285.

-- The DFX 2-Ball Mid Putter has an extended mallet head with a mid-length shaft and extended one-piece grip. It is available in right- and left-handed models of 41, 43 and 45 inches and carries a suggested retail price of \$285.

All 2-Ball Putters have two golf ball-size discs positioned directly behind the center of the face. The 2-Ball alignment system helps ensure the putter is square to the target and also helps golfers see the line better. With weight situated low and away from the face of the putter for a deep center of gravity, 2-Ball Putters minimize skidding and skipping and deliver better roll characteristics.

Odyssey 2-Ball Putters have been used to win 69 tour events around the world since their introduction in late 2001. In both 2002 and 2003, they were put in play more often than any other putter model across the world's six major professional tours* combined. And in the first few months of 2004, they remain a top choice of pros, accounting for more than 14% of all putter models in play.

*Six major professional tours include the PGA, Champions, LPGA, Nationwide, EPGA and JTGO; sources for usage and wins include Darrell Survey, Sports Marketing, Inc. and other smaller unsurveyed tours. Callaway Golf Company makes and sells Big Bertha(R) Metal Woods and Irons, including ERC(R) Fusion(R) Drivers and Fairway Woods, 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, the Game Enjoyment System(TM) of GES(TM) Golf Clubs, Callaway Golf Forged+ Wedges and Callaway Golf Forged Wedges, and Callaway Golf Tour Blue(TM) Putters. Callaway Golf Company also makes and sells Odyssey(R) Putters, including White Hot(R), TriHot(R), DFX(R), Dual Force(R) and 2-Ball Putters. 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.

SOURCE: Callaway Golf Company

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