



## **Callaway Golf Appoints Hayes as Head of Canada Operation**

CARLSBAD, Calif.--(BUSINESS WIRE)--May 5, 2004--Callaway Golf Company (NYSE:ELY) today announced the appointment of Doug Hayes to the position of President and General Manager of Callaway Golf Canada, Ltd, the Company's Canadian subsidiary. Hayes has spent 22 of his 24 years in the sports industry with adidas Salomon Canada, Ltd., including the past 6 years as its President and CEO. In his new capacity, he will report directly to Keith Keindel, Sr. Vice President of Callaway Golf International.

Hayes will be responsible for driving the overall vision and long term strategic direction of the Canadian business for Callaway Golf(R) and its brands, including Odyssey Golf(R), Top-Flite Golf Company(R), and Ben Hogan Golf(R).

"I am pleased to announce Doug's appointment to President and General Manager," said Keindel. "Doug's passion for consumer and customer focus coupled with his proven track record will be of significant benefit to Callaway Golf."

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, Game Enjoyment System(TM) (GES(TM)), 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) and Dual Force(R) 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](http://www.callawaygolf.com), [www.topflite.com](http://www.topflite.com) and [www.odysseygolf.com](http://www.odysseygolf.com).

### **CONTACT:**

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

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