



## **Another National Championship for Callaway Golf HX Tour Ball; U.S. Women's Open, Canadian Women's Open in Two-Week Streak**

CARLSBAD, Calif.--(BUSINESS WIRE)--July 12, 2004--The HX Tour Golf Ball from Callaway Golf (NYSE:ELY) is on a major international championship roll. Last Sunday it was used to win the United States Women's Open and yesterday the same champion used it in a resounding encore performance to win the Canadian Women's Open. Becoming the first woman to win the U.S. and Canadian Opens in the same year, the champion shot a tournament record-tying total of 18-under-par 270 for a four-stroke victory and her third Canadian Women's Open title. With these two victories, the holder of both women's national championships in North America brings the professional 2004 win total to 20 for the HX Tour Golf Ball. The champion chooses to trust the superior aerodynamic performance of the HX Tour Golf Ball without compensation from Callaway Golf.

In addition to the HX(R) Tour Golf Ball, the champion also used a 4-strong Steelhead Plus(R), and Steelhead(R) III 7- and 11-Woods from Callaway Golf(R) and wielded an Odyssey(R) putter. In fact, six of the top eight finishers at the Canadian Women's Open used Odyssey putters. Callaway Golf-branded clubs won the iron, woods and putter counts at the Canadian Women's Open, marking the 11th time in the last 12 LPGA Tour stops that the Company has swept those categories. To date in the 2004 LPGA season, Callaway Golf equipment is #1 overall in each of those categories.

This latest pro tour victory for Callaway Golf equipment continues a solid trend for the year. Thus far in 2004, the combination of the revolutionary new ERC(R) Fusion(R) Driver and HX Tour Golf Ball has produced 11 worldwide wins, and Odyssey Putters have recorded 42 wins (including yesterday's Barclay's Scottish Open at Loch Lomond) and have topped the putter counts on the JGTO, European PGA and LPGA Tours every week this year.

Tour results are through the week ending 07/11/04 and reflect data from the PGA, LPGA, European PGA, and JGTO tours. Source: Sports Marketing Survey, Ltd. and Darrell Survey Company. 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(R) 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(R) Balls. Callaway Golf also owns and operates The Top-Flite Golf Company, a wholly owned subsidiary that includes the Top-Flite(R) and Ben Hogan(R) brands and Bettinardi Putters. The Trade In! Trade Up!(TM) program is owned and operated by Callaway Golf Company. 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), [www.odysseygolf.com](http://www.odysseygolf.com) and [www.tradeintradeup.com](http://www.tradeintradeup.com).

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