



## **STATS, Inc. and Global Wireless Drive Fantasy Game for Callaway Golf; Callaway Golf Becomes First Equipment Manufacturer to Offer Fantasy Sports**

MORTON GROVE, Ill. & CARLSBAD, Calif., Mar 21, 2005 (BUSINESS WIRE) -- Callaway Golf Company (NYSE:ELY), STATS, Inc. and Global Wireless Entertainment announced today the companies have teamed to provide The Callaway Golf Fantasy Golf Challenge. The game is available to play for \$9.95 at [www.callawaygolf.com](http://www.callawaygolf.com) - signups begin March 21st and contest play begins March 31st.

Powered by STATS, Inc., The Callaway Golf Fantasy Golf Challenge is believed to be the first fantasy sports game of any kind to be offered by a sports equipment manufacturer. The game will be awarding prizes to over 200 contestants over its twenty weeks, ranging from a dozen Callaway Golf HX TOUR balls and Callaway Golf Drivers to a spectacular grand prize comprised of a set of custom Callaway Golf clubs, a trip to Callaway Golf headquarters for a custom fitting and two nights at The Lodge of Torrey Pines - home of the PGA Tour's Buick Invitational and the 2008 US Open.

Each week, The Callaway Golf Fantasy Golf Challenge invites golfers to test their skill and knowledge of professional golf by picking the winner of selected match-ups on the PGA Tour, LPGA Tour and European Tour, as well as a "marquee match-up" between Callaway Golf staffers. In addition to the game's grand prize, winners will also receive weekly, monthly and season-long prizes - include Callaway Golf clubs, Callaway Golf HX Tour balls and Callaway Golf apparel.

STATS, Inc., the world's leading sports information provider, will provide turnkey management of the game - including development, web hosting, technical operations and customer service. As part of a unique facet to the game, STATS, Inc. will run a private league exclusively for Callaway Golf employees to compete against themselves.

More details on The Callaway Golf Fantasy Golf Challenge, including rules and entry, are available at [www.callawaygolf.com](http://www.callawaygolf.com).

"We are interested in creating ways for people to enjoy the game when they are not on the course. Creating The Callaway Golf Fantasy Golf Challenge was a natural choice for Callaway Golf." says Matt Christiansen, VP of Global Licensing, Callaway Golf.

"The combination of STATS' expertise in fantasy sports game management along with a great brand like Callaway Golf fits with our strategy of only working with the best companies in everything we do." says Global Wireless Entertainment President Paul Buss.

"We're very excited to have partners like Callaway Golf and Global Wireless. They share our passion in creating a game that golfers will be excited about," said Jim Capuano, STATS, Inc.'s Vice President of Sales. "Further, we believe the success of this game will lead other sports equipment and apparel companies to utilize fantasy sports to extend their brand."

### About Callaway Golf Company

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods, Irons and Hybrids including Heavenwood(R) Hybrids, ERC(R) Fusion(R) Drivers and Fairway Woods, Great Big Bertha II 415 Titanium Drivers, Big Bertha Titanium 454 Drivers and Big Bertha Stainless Steel Fairway Woods, Big Bertha Heavenwood(R) Hybrids, Big Bertha Stainless

Steel Irons, X-18(TM) and X-18 Pro Series Irons, the Game Enjoyment System(TM) of GES(TM) Golf Clubs, Callaway Golf Forged+ Wedges, and Callaway Golf Tour Blue(TM) Putters. Callaway Golf Company also makes and sells Odyssey(R) Putters, including White Steel(R), 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, HX Hot 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 and Bettinardi Putters. 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).

#### About Global Wireless Entertainment

Global Wireless Entertainment, Inc. (GWE) is a leading brand aggregator of exclusive wireless entertainment applications. GWE specializes in long-term, exclusive brand acquisition and representation. GWE products include information applications as well as 2D and 3D games for mobile phones on the J2ME and BREW(R) platforms. GWE products are distributed Over The Air (OTA) by wireless carriers around the world and pre-loaded by handset manufacturers for specific international markets. For more information, please visit [www.gwe-usa.com](http://www.gwe-usa.com).

#### About STATS, Inc.

With more than 20 years of experience in sophisticated sports data collection, processing and distribution - STATS is the world's leading sports information and statistical analysis company. STATS provides exclusive information and data from its proprietary databases to fans, professional teams, print and broadcast media, iTV platforms, software developers and interactive and wireless service providers around the globe. STATS, Inc.'s business partners include FOX Sports, ESPN, CBS Sports, WGN Sports, Yahoo!, SI.com, MSNBC, AOL, Sporting News, EA Sports and the Associated Press. (<http://biz.stats.com>)

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