



Odyssey Expands Line with New Dual Force 2 Putters; Also Introduces Six New White Steel Putters

CARLSBAD, Calif., Oct 27, 2005 (BUSINESS WIRE) -- Odyssey®, a brand of the Callaway Golf Company (NYSE:ELY), today announced the introduction of its new line of stainless steel Dual Force® 2 Putters with a new, advanced Stronomic® insert that is the firmest currently offered by Odyssey. Odyssey is also presenting to the market six new models of its revolutionary White Steel® putters.

The new Dual Force 2 Putters build on a rich heritage. The original Dual Force, a classically-styled bronze putter featuring the patented black Stronomic insert, debuted in 1994, and the following year Odyssey putters were used in 26 victories and had more than 300 top-10 finishes on the PGA Tour.

The Stronomic insert in the Dual Force 2 putters is softer yet more resilient than the original for a pleasing sound and exceptional feedback. Odyssey inserts, which are lighter than steel, help increase the Moment of Inertia by repositioning mass from the putter face to the perimeter of the putterhead for more forgiveness and a truer roll.

Dual Force 2 putters also have a co-molded, ground face which ensures a true impact surface. The insert is formed in the face cavity to create a flush fit on every side of the insert, then ground with the face for unparalleled consistency. A shot peen finish on the putter head produces a rich look that helps reduce glare off the putterhead.

The Dual Force 2 Putter will be available in seven models for right-handed golfers (#1, #2; #2 Center-Shafted, #3, #5, #5 Center-Shafted and Rossie®). The #1 and #5 models also will be available in left-handed. All models carry a suggested retail price of \$110 and are expected to be at retail in early November.

Odyssey also is unveiling six new versions of its popular White Steel® line, including two new models from the world's best-selling putter line -- the 2-Ball. The White Steel design incorporates a milled, stainless steel insert within the main urethane insert. This Dual Insert Technology provides the precision and accuracy of milled steel with the feel and distance control of urethane.

Four of the new White Steel Putter models -- the #2 Center-Shafted, #3, #5 Center-Shafted and Rossie® -- will be offered exclusively in right-handed versions at a suggested retail price of \$150. The new White Steel 2-Ball Blade 2 and 2-Ball Blade Mid Putters will carry a suggested retail price of \$215 and \$295, respectively. Like the Dual Force 2 Putters, the new White Steel Putter offerings are also expected to be available at retail November 1.

Callaway Golf Company manufactures and sells golf clubs and golf balls, and sells golf accessories, under the Callaway Golf®, Top-Flite®, Odyssey® and Ben Hogan® brands. For more information visit www.callawaygolf.com.

SOURCE: Callaway Golf Company

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