



Phil Mickelson Wins with Odyssey's New Multi-Layer Insert Technology: Introducing the Odyssey White Hot XG Putters

CARLSBAD, Calif.--(BUSINESS WIRE)--April 3, 2006--Odyssey®, a brand of the Callaway Golf® Company (NYSE:ELY), today announced the introduction of its new Odyssey White Hot XG(TM) Putters, built with the technology that helped Phil Mickelson roll to a 13-stroke victory at the BellSouth Classic in Atlanta yesterday. Using his new Odyssey White Hot XG Putter with breakthrough multi-layer insert composition, Mickelson solved the treacherous greens at the TPC at Sugarloaf to the fourth best score in PGA Tour history, 28 under par.

The multi-layer insert technology that convinced Mickelson to make the switch was inspired by the latest technological developments in multi-layer golf balls, a blend of two materials with differing levels of firmness. The unmatched feel in the new White Hot XG Putters, regardless of the type or construction of the golf ball being played, is superior to that found in any single insert putter.

"We asked our Odyssey R&D team to develop a better putter insert than the White Hot insert technology that has anchored the best-selling putters in the world for the past six years," said George Fellows, President and CEO of Callaway Golf. "That's a tall order and they were up to the challenge. The new multi-layer insert in the White Hot XG Putter is a significant improvement, one we think golfers will love."

"I am really rolling the ball exactly the way I want to with the White Hot XG Putter," Mickelson said. "In the past, I had been skeptical of whether insert technology was for me, but with the consistency of feedback and the true roll I am getting, the White Hot XG is definitely in the rotation."

The core of the insert is made of a soft and highly resilient elastomer material for enhanced feel and impulsion to get the ball rolling. The thinner outer striking surface contains urethane for fine-tuned responsiveness. Combined these two materials are roughly one-fifth the weight of steel, which allows more weight to be shifted to the perimeter for a higher moment of inertia, more forgiveness and a truer roll.

Another modification of the face includes a Textured Impact Zone, which enhances feel and clearly defines the optimum impact area on the insert face.

Odyssey also unveiled a new line of branded accessories, including three golf bags, six hats, an umbrella, a towel, and a new divot repair tool, all in the brand's signature black and red color scheme.

The White Hot XG Putter will be available in eight models for right-handed golfers: #1 through #7 and a Rossie® model. The #1, #3, #6 and Rossie models will also be available in left-handed. All models are available in whole-inch lengths from 33 inches through 36 inches and all have a full-shaft offset, except the #3 model, which is a half-shaft offset. All White Hot XG Putters carry a suggested retail price of \$150 and will be available at retail on April 15.

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.

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