



## **Ben Hogan Debuts New Apex Edge Irons -- a Forged Game-Improvement Iron with Classic Hogan Styling**

CARLSBAD, Calif.--(BUSINESS WIRE)--April 6, 2006--Ben Hogan®, part of the Callaway Golf Company (NYSE:ELY) family of brands, today debuted its new Ben Hogan Apex Edge® Irons, a forged, game-improvement iron with the classic styling that could only come from Ben Hogan.

These new forged irons were designed to appeal to traditionalists seeking the unique combination of the unmistakable and classic lines of a Ben Hogan iron with game-improvement technology and playability. They will not be disappointed.

The new Apex Edge Irons are forged from soft 1020 carbon steel and laser welded for exceptional feel and playability. A 180-degree undercut channel optimally places the center of gravity low and deep in the clubhead while raising the moment of inertia for added forgiveness and a high launch angle.

A wide sole design serves to instill confidence, helping each iron to glide through the turf. This not only ensures more solid contact, it also enhances playability from a variety of lies. Bright nickel/chrome plating helps to create the unmistakable look of a finely crafted Ben Hogan golf club.

"When it comes to classic golf clubs, Ben Hogan takes a back seat to no one," said Drew Isaacman, Vice President, Brand Management for the Top-Flite and Ben Hogan brands. "But as good as these Apex Edge Irons look, the game-improvement technology they incorporate makes them an ideal high-performance option for players looking for a little more help from their equipment."

The Ben Hogan Apex Edge Irons are available right- and left-handed in a standard set configuration of 3-iron through E (Equalizer) Wedge, with a 2-iron and F (Fairway) Wedge available separately. The stock graphite shaft is the Apex Edge Graphite in 3 (regular) and 4 (stiff) flexes and the stock steel is the Apex Edge Steel, also in 3 and 4 flexes. The Apex Edge Irons will be available at retail on April 15 and carry a manufacturer's suggested retail price of \$1080 per set for graphite and \$1000 per set for steel.

The name Ben Hogan has been synonymous with uncompromising golf equipment since Mr. Hogan first put his name on a set of golf clubs in 1953. Since then, every model, every set, and every club has been held to the same rigorous standards of quality, craftsmanship and performance. Today that dedication extends to woods, irons, hybrids, wedges, golf balls and a full line of accessories. To learn more, visit us online at [www.benhogan.com](http://www.benhogan.com). Ben Hogan is a brand of the Callaway Golf Company.

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