



Top-Flite Awards Advertising and Marketing Account to Marketing Agency Matthews | Evans | Albertazzi

CARLSBAD, CA, April 11, 2006 - The Top-Flite Golf Company, a wholly owned subsidiary of Callaway Golf Company (NYSE: ELY), today announced it has appointed Matthews | Evans | Albertazzi (MEA) as its Marketing Agency of Record. MEA will be handling the marketing communications strategies, creative messaging and digital/interactive work for Top-Flite® beginning immediately. The San Diego-based agency will also continue to orchestrate the marketing communications initiatives on the Odyssey® brand for the company, as it has done since 1999.

"MEA has done an outstanding job on our Odyssey business for the past seven years," said Drew Isaacman, Vice President, Brand Management for the Top-Flite brand. "When we made the decision to relocate the brand management and marketing functions for Top-Flite from Massachusetts to California, it made sense for us to have our creative agency resource nearby as well. MEA was the clear choice."

"We couldn't be more thrilled than to take on the Top-Flite brand," said Jim Matthews, MEA's President & CEO. "It is among the most recognizable and trusted brand names in golf, which gives us an enormous amount of brand equity to work with creatively. Plus, it's always gratifying when a long-term client like Callaway Golf values our work so highly that they would entrust us with the stewardship of another of their most important brand names."

About Top-Flite Golf

Top-Flite Golf has been at the forefront of technological innovation in golf ball manufacturing since its inception in 1971, and many of the world's best touring professionals have used its golf equipment. Today, the Top-Flite brand name stands for unparalleled distance, exceptional performance and outstanding value. To learn more, visit us online at www.topflite.com. Top-Flite Golf is a wholly owned subsidiary of the Callaway Golf Company.

About Matthews | Evans | Albertazzi

Taking a media agnostic approach to creative brand marketing, MEA provides its clients with smart, uncommon marketing ideas designed to build their businesses. MEA creates integrated marketing communications programs in advertising, design, digital/interactive, direct marketing and public relations for leading brands including Callaway Golf Company, Centurion Speedboats, Young Homes, Intracorp - San Diego, Oakley, Toshiba Notebook Computers, SK Sanctuary, Horn Electroacoustics and others. For more information visit www.measd.com or www.meadigital.com.

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