



Callaway Golf Debuts Fusion Wide Sole Irons: Revolutionary Weight-Shifting Technology to Launch Higher, Straighter Shots

CARLSBAD, Calif., May 03, 2006 (BUSINESS WIRE) -- Callaway Golf Company (NYSE:ELY) today introduced the Callaway Golf® Fusion® Wide Sole Irons, a super-premium iron loaded with high-performance technology designed to make these the friendliest irons Callaway Golf has ever created.

Utilizing Callaway Golf's revolutionary weight-shifting science of Fusion Technology (<http://www.callawaygolf.com/fusionwidesole>), Callaway Golf club designers and engineers have packed everything they currently know about game-improvement clubs into the Fusion Wide Sole Irons.

The clubhead, made of 6-4 titanium, is 25 percent larger than the original Fusion Iron clubhead. It has a larger effective hitting area, higher stability and increased offset for enhanced confidence. Tunite(TM), Callaway Golf's proprietary, ultra-dense alloy developed for the original Fusion Irons, is fused to the bottom of the body, dramatically lowering the center of gravity for greater forgiveness and aid in launching the ball up quickly and easily. The sole's wide design instills more confidence and helps the clubhead glide smoothly through turf while limiting digging on miss-hit shots.

Contributing to the solid feel of the Fusion Wide Sole Irons is the unique TPU SenSert(TM) insert in the back cavity. The TPU SenSert insert is a chemically engineered thermoplastic polyurethane that decreases vibration for consistent feel on every shot.

"Our new Fusion Wide Sole Irons once again demonstrate the benefits of using multiple materials in an iron design," said Jeff Colton, Senior Vice President of R&D of Callaway Golf. "The large, confidence inspiring profile enabled by the lightweight titanium frame, the low and deep center of gravity enabled by the proprietary Tunite in the sole, and the responsive and consistent feel from the TPU SenSert, all combine to make these our best game improvement irons ever."

The new Fusion Wide Sole Irons will be offered in either graphite or steel shafts. The standard steel shaft is the Nippon 990 Uniflex and the standard graphite shaft is the Callaway Golf graphite, in Women's, Light, Regular and Stiff flexes. The standard set configuration is 4-iron through Pitching and Sand Wedges, with a 2-iron, 3-iron, Approach, and Lob Wedges also available.

The Fusion Wide Sole Irons will be available in right-handed models at retail on May 15 (left-handed models will be available mid-summer) and carry a manufacturer's suggested retail price (MSRP) of \$1440 with steel shafts and \$1800 in graphite. Additional single clubs will carry an MSRP of \$180 in steel and \$225 in graphite.

Through an unwavering commitment to innovation, Callaway Golf creates products and services designed to make every golfer a better golfer. 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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