



Top-Flite Will Provide One Lucky Consumer the Chance to Make a Putt Worth \$1 Million

Former Pro Baseball All-Star John Kruk to Help Lucky Winner Deal With the Pressure

CARLSBAD, Calif., Jun 01, 2007 (BUSINESS WIRE) -- Top-Flite announced today the start of an online promotion that will provide one lucky winner with the chance to sink a putt worth \$1 million. Since the introduction of their new D2 golf ball earlier this year, Top-Flite has been waging a war against "wuss golf" and calling everyone who lays-up or plays it safe. From June 1 through July 15, consumers can visit www.theballstogoforit.com and/or www.youvsvegas.com to try and earn their shot at the \$1 million putt.

The putt itself will take place at the Treasure Island Hotel and Casino in Las Vegas. Since a putt for \$1 million doesn't pack enough pressure for the average D2 golfer, Top-Flite has upped the ante by adding every distraction Las Vegas has to offer during the actual putt -- including show girls, circus performers, magicians and, of course, a rowdy cast of Pirates and Sirens from Treasure Island.

On-site to coach the lucky winner through all the pressure and distractions will be former Pro Baseball All-Star and clutch performer, John Kruk. A past star on one of baseball's most hard-nosed teams, Kruk will be able to offer the winner tips on how to deal with rowdy fans and focus on the task at hand.

"This promotion fits the personality of the D2 golfer perfectly," said Paul English, Top-Flite Brand Manager. "The Top-Flite D2 golfer is the guy everyone wants in their foursome, the guy who won't, under any circumstances lay-up or play it safe. The person who wins the opportunity to putt for \$1 million will have bragging rights for the rest of their life!"

The new D2 golf ball lets golfers attack the fairways and seize the greens. The D2 is the longest and softest ball in the Top-Flite arsenal featuring the unique proprietary DimpleinDimple(TM) Aerodynamic pattern. By reducing drag and improving lift, these golf balls maximize control and distance for a wide range of swing speeds.

About Callaway Golf

Through an unwavering commitment to innovation, Callaway Golf Company creates products and services designed to make every golfer a better golfer. Callaway Golf Company, which celebrates its 25th Anniversary in 2007, manufactures and sells golf clubs and golf balls, and sells golf accessories, under the Callaway Golf(R), Odyssey(R), Top-Flite(R), and Ben Hogan(R) brands in more than 110 countries worldwide. For more information please visit www.callawaygolf.com

SOURCE: Top-Flite

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