



## **Callaway Golf Limited-Edition FT-i(TM) Driver to Support The Callaway Golf Foundation Women's Cancer Initiative**

SAN DIEGO, Aug 27, 2007 (BUSINESS WIRE) -- The Callaway Golf Company (NYSE:ELY) has launched a new line of products to benefit ovarian cancer research, just in time for Ovarian Cancer Awareness Month in September. Aimed at raising awareness and funds for ovarian cancer, the second leading and most deadly gynecologic cancer, Callaway Golf has designed a limited-edition line of teal FT-i drivers, golf balls, towels and hats that will be available beginning September 1, 2007 at sporting goods stores nationwide. The proceeds from the sale of these products will benefit the Callaway Golf Foundation Women's Cancer initiative.

Only 1,000 drivers will be produced and each will be individually numbered, making this club a highly sought after and collectible item. The Callaway Golf Company will donate 15% of its net sales from the sale of all teal products, up to a maximum of \$200,000, to help fund the Callaway Golf Foundation Women's Cancer Initiative through the Entertainment Industry Foundation (EIF). The Callaway Golf Foundation Women's Cancer Initiative was created through combined donations of more than \$1 million by the Callaway Golf Foundation and Callaway Golf Company to EIF's Women's Cancer Programs at four world-renowned cancer institutions.

The four institutions selected for their groundbreaking work in ovarian cancer research and treatment include: Cedars-Sinai Women's Cancer Research Institute at the Samuel Oschin Comprehensive Cancer Institute; The University of Texas M.D. Anderson Cancer Center; Memorial Sloan-Kettering Cancer Center; and Sidney Kimmel Comprehensive Cancer Center at Johns Hopkins. Led by Dr. Beth Karlan, Director of the Cedars-Sinai Women's Cancer Research Institute, this women's cancer initiative represents a collaborative, multi-site undertaking designed to advance treatment of ovarian cancer through molecular profiling, biomarker discovery and targeted therapy development. Donations to the Callaway Golf Foundation Women's Cancer Initiative will also benefit the Gynecologic Cancer Foundation.

Award-winning actress Eva Longoria has been named the lead ambassador for the Callaway Golf Foundation PSA campaign with EIF, aimed at raising awareness and funds for ovarian cancer prevention. In her role as the campaign ambassador, Longoria will appear in both TV and print public service announcements to encourage women to better understand their risks for the disease and to urge them to get involved in the cause.

The sale of the teal products, including the FT-i driver (US\$875 MSRP), golf balls (US\$35 MSRP), hats (US\$15 MSRP) and towels (US\$25 MSRP), will help raise awareness and funds to beat a disease which claims more than 15,000 lives every year.

For additional information regarding the teal line of products, please visit [www.callawaygolf.com](http://www.callawaygolf.com). For more information on the cause or to make a donation, please visit [www.callawaygolfoundation.org](http://www.callawaygolfoundation.org).

### 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. For more information please visit [www.callawaygolf.com](http://www.callawaygolf.com).

### About the Entertainment Industry Foundation

As a philanthropic leader of the entertainment industry, the Entertainment Industry Foundation has distributed hundreds of millions of dollars - and provided countless volunteer hours - to support charitable initiatives addressing critical health, education and social issues. For more information, visit [www.eifoundation.org](http://www.eifoundation.org).

SOURCE: Callaway Golf Company

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