



Callaway Golf Introduces the World's Smartest Driver: FT-iQ(TM)

Next Generation Driver Combines Fusion(R) Technology, Hyperbolic Club Face
And External Weighting to Achieve Unparalleled Performance

CARLSBAD, Calif.--(BUSINESS WIRE)--Sept. 9, 2008--Callaway Golf Company (NYSE: ELY), long known for pushing the industry forward through innovative equipment, today introduced the most technologically-advanced driver in the Company's history, the FT-iQ. The unveiling took place at Callaway Golf's national sales meeting in Rancho Bernardo, CA.

FT-iQ is the result of a multi-year, multi-million dollar program undertaken by Callaway Golf's world-renowned Research and Development team. Pushing multi-material Fusion Technology beyond previously held limits, the FT-iQ melds several cutting edge components into a sleek shape inspired by stealth jets and futuristic concept cars. Callaway Golf's designers believe it is the smartest, most advanced driver in the world.

"FT-iQ is a smart driver because power without precision is useless," said Jeff Colton, Senior Vice President, Research and Development, Callaway Golf. "Not only is FT-iQ the longest driver we've ever developed, it's also 35% straighter than FT-i, our previous benchmark for accuracy."

FT-iQ incorporates "Complete Inertial Design," a Callaway Golf design principle that factors all of the club's characteristics -- Moment of Inertia (MOI), Center of Gravity (CG), CG bias, face design, loft and lie - to optimize the club's overall performance.

"For more than 25 years, Callaway Golf has relentlessly cultivated the most advanced materials and processes to create game-changing equipment," said George Fellows, President and CEO of Callaway Golf. "FT-iQ is the latest example of the devastatingly powerful and accurate equipment we're bringing to golfers all over the world."

FT-iQ is available in men's and women's versions in both standard and Tour models. The standard models feature 9, 10, 11, and 13 (HT) degree lofts. The 10 and 11 degree models are available in left-handed versions. The Tour version has a slightly more open face, and is available in 8.5 and 9.5 degree lofts; the latter is also available in a left-handed version.

FT-iQ will be available internationally on October 15 and in the United States and Canada on November 15. In the U.S., FT-iQ will have a suggested retail price of \$625.

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 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 or shop.callawaygolf.com

CONTACT: Callaway Golf Company
Michele Szynal, 760-804-4150
Michele.Szynal@CallawayGolf.com or
Tim Buckman, 760-804-4133
Tim.Buckman@CallawayGolf.com

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