



## **Odyssey Introduces New Line of White Ice Putters**

### ***Extensive Tour Feedback Yields Best-Feeling Insert to Date and a Rich Dark Nickel Finish***

CARLSBAD, Calif.--(BUSINESS WIRE)--Nov. 11, 2009 -- Callaway Golf Company (NYSE: ELY) today announced the November 15<sup>th</sup> retail availability of their new Odyssey® White Ice™ line of putters. The latest innovation from the Number One Putter in Golf®, Odyssey's White Ice line features the brand's best-feeling multi-layer insert to date and a rich dark nickel finish.

Odyssey's White Ice offerings are the culmination of a multi-year Research and Development enterprise that drew upon extensive feedback from Tour players around the world. The result is a new and improved insert with enhanced sound and responsiveness, as well as an ultra-premium look that enhances confidence.

Recent changes made by golf's ruling bodies concerning grooves in irons and wedges are leading to a greater number of softer golf balls that provide more spin and control around the green. Odyssey engineers, who have always developed inserts in tandem with shifts in golf ball technology, armed themselves with this knowledge and worked with Tour pros to develop the new White Ice line. The result is a new insert that features an inner core that is 19% firmer and 92% stiffer than previous models. These changes produced enhancements in feel, sound, responsiveness and resiliency, which add up to consistent distance control and ultimate feel on the green.

Odyssey is the # 1 Putter across the world's major professional tours in wins, usage and top-10 finishes. The new White Ice line features a rich dark nickel finish that was also inspired by feedback received from some of the world's top golfers. This new finish delivers an assuring, ultra premium look when standing over the ball. Other White Ice features include Advanced Roll Technology that moves the center of gravity low and deep in the head to produce an optimized roll, plus Head Weight Optimization between the putter head and club length to create the ideal balance to maximize feel, control and accuracy.

White Ice putters are available in a variety of offerings, ranging from core models like the Odyssey #1, #9 and Rossie® models, to more progressive shapes such as the #7 and the Sabertooth® model, used by Rocco Mediate in his U.S. Open runner-up finish in 2008.

The new product introduction retail price for Odyssey's new White Ice line is \$129 for core models and \$179 for progressive shapes. Additional offerings will arrive at retail in February, including White Ice putters that feature the popular 2-ball alignment system.

For more information on these products and Odyssey's complete lineup, please visit [www.odysseygolf.com](http://www.odysseygolf.com). High-resolution images of all products are available for immediate download via the Media Center portion of Callaway Golf's website: [www.callawaygolf.com/Global/en-US/MediaCenter.html](http://www.callawaygolf.com/Global/en-US/MediaCenter.html).

#### *About Callaway Golf*

*Through an unwavering commitment to innovation, Callaway Golf Company (NYSE:ELY) 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®, Odyssey®, Top-Flite®, and Ben Hogan® brands in more than 110 countries worldwide. For more information please visit [www.callawaygolf.com](http://www.callawaygolf.com) or [shop.callawaygolf.com](http://shop.callawaygolf.com).*

Source: Callaway Golf Company

Callaway Golf

Tim Buckman, 760-804-4133

[Tim.Buckman@CallawayGolf.com](mailto:Tim.Buckman@CallawayGolf.com)