



Callaway Golf to Reward Baseball's Longest Home Run Hitters

Season-Long Promotion Presents Callaway's Diablo Edge Clubs to Players Who Can Drive a Home Run 470 Feet or Greater

CARLSBAD, Calif., March 31, 2010 /PRNewswire via COMTEX/ -- Baseball's top sluggers have even more incentive to drive the ball deep this season, as Callaway Golf Company (NYSE: ELY) today announced an initiative to reward the game's most aggressive home run hitters. Throughout the 2010 season, Callaway will provide a full set of its new Diablo Edge golf clubs, the longest of their kind that Callaway has ever developed, to any big league player who hits a home run that travels a distance of at least 470 feet. According to hittrackeronline.com, which collects data on every long ball, there were 10 such home runs in 2009. An additional 27 home runs traveled between 460 and 469 feet.

To view the multimedia assets associated with this release, please click: <http://multivu.prnewswire.com/mnr/callawaygolf/40575/>

While pitchers' affinity for the links surrounding major league ballparks is well-documented, an increasing number of power hitters are taking their cuts on the golf course. According to the April 2010 edition of *Golf Magazine*, some of the game's most prolific batsmen are attacking their handicaps like a fastball down the middle of the plate. Not surprisingly, as is the case in the ballpark, their golf games are built on bold, aggressive swings.

Underscoring Callaway's commitment to distance and power, the new Diablo Edge line features the Diablo Edge Driver -- the longest, straightest all-titanium driver that Callaway has ever made. The Diablo Edge Fairway Woods, an immediate hit with Tour Professionals around the world, offer significant distance gains over their predecessors. Moreover, Callaway's Diablo Edge Irons feature an accessible sweet spot and are the longest stainless steel irons the manufacturer has ever developed.

"Driving the ball longer than anyone else during competition takes talent and a bold approach that we want to reward in 2010," said Jeff Colton, Sr. Vice President of U.S. Marketing and Sales, Callaway Golf. "Ballplayers that embody the attitude and skill that it takes to drive a ball 470 feet and longer are exactly the type that would want to play our new Diablo Edge clubs, which are perfect for anyone looking to blast the ball longer and straighter than ever before."

For more information on these products and Callaway Golf's complete lineup of equipment, footwear and accessories, please visit www.callawaygolf.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.

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(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.

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