



Odyssey's Sabertooth Belly Putter Available November 18

#1 Putter in Golf Continues to Lead Belly Putter Craze with Model that Won PGA Championship

CARLSBAD, Calif., Nov. 16, 2011 /PRNewswire/ -- Callaway Golf Company (NYSE: ELY) today announced the November 18th retail availability of the new Odyssey® White Hot XG® Sabertooth® Belly Putter, a dual-fanged mallet putter measuring 43-inches. Belly putters have become a major sensation this season on every major professional tour around the world and, as the #1 Putter in Golf®, Odyssey is poised to lead the category going forward.

The belly putter boom reached the masses when the winner of the season's final major championship used the Odyssey White Hot XG Sabertooth Belly Putter. It was the first time a major title had been won with a belly-style putter.

Callaway Staff Pro Phil Mickelson's subsequent use of the Sabertooth Belly Putter generated unprecedented interest in this segment of the putter marketplace and for the Sabertooth model specifically. In the past several months, Odyssey staff professionals Ernie Els, Trevor Immelman and Stuart Appleby have all put various models of Odyssey belly putters in play on the PGA Tour.

As the most used putter on professional tours around the world, Odyssey is able to build on the success of belly putters in the hands of the world's best players and bring those offerings to golfers around the world. Odyssey already offers a variety of belly and long putters at retail, including the popular 2-Ball and D.A.R.T. models. Now, Odyssey introduces the Sabertooth putter in a belly offering with a new product introduction price of \$189.99.

"In 2011, interest in belly and long putters has brought tremendous excitement to not just the putter category, but the golf industry as a whole," said Chris Koske, Global Director of Odyssey Golf. "Odyssey has seen a 400 percent increase in sales of our mid and long putter offerings over 2010, and we are not expecting it to slow down any time soon."

Featuring one of the most radical head shapes in golf, the White Hot XG Sabertooth Belly Putter utilizes a Dual Fang design to position more weight to the outer-most limits, helping keep the putter on line for increased accuracy. Aiming Channels inside the fangs make lining up putts easier. The multi-layer White Ice® Insert allows weight to be shifted to the perimeter of the head for stability, while also delivering enhanced feel, sound, responsiveness and resiliency, adding up to consistent distance control and ultimate feel on the green. The belly model features a mid-length, double-bend shaft with a full-shaft offset.

"The PGA Championship was won with a White Hot XG Sabertooth Belly Putter on August 14th," Koske added. "We were able to react quickly to meet the rapid rise in consumer demand, and get that product into the marketplace within just a few months. We're excited that players of all levels will now be able to benefit from playing some of our most popular putters – like the Sabertooth – in a belly model."

For more information about the Odyssey White Hot XG Sabertooth Belly Putter, please visit www.odysseygolf.com/sabertoothbelly. For more on Odyssey's line-up of popular Belly and Long putters, please visit www.odysseygolf.com/bellyputters, and to see Odyssey's complete product lineup, please click here: www.odysseygolf.com.

High-resolution images of all Odyssey products are available for immediate download via the Media Center portion of the Company'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 apparel, footwear and 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 or shop.callawaygolf.com.

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