



Callaway 'Rule 35™' Golf Balls Added To USGA's Conforming Golf Ball List

CONTACT(S): Larry Dorman, Peter Gotfredson (760) 931-1771

CARLSBAD, CA., March 21, 2000 -- Callaway Golf Company (NYSE:ELY) announced today that both models of the new "Rule 35™" golf balls introduced by the Callaway Golf Ball Company have been added to the United States Golf Association (USGA) Spring conforming golf ball list. Both the "Rule 35" Firmfeel™ (red logo) ball and the "Rule 35" Softfeel™ (blue logo) ball have passed the USGA tests for size, weight and initial velocity and are listed on page 43 of the Conforming Golf Ball Booklet published by the USGA.

Both the Firmfeel and the Softfeel balls can now be used in all USGA Local and Sectional qualifying events and in any other competition governed by USGA rules. The balls, which features the Callaway Golf Ball Company logo – a stylized letter C that is a rendering of the bottom of the cup – are available at selected retail stores around the United States. Shipping has begun to other markets around the world.

Callaway Golf Staff professionals on the pro tours, who have been using a USGA-approved prototype version of the ball since January, are expected to begin transitioning into the "Rule 35" ball. Among the 31 touring pros who currently are using the Callaway ball, Bruce Fleisher – who has won twice with the red-logoed prototype Callaway ball on the Senior PGA Tour this season – will be the first to put the "Rule 35" ball into play. He will use the Firmfeel "Rule 35" ball this week at the Emerald Coast Classic at Milton, FL.

Callaway Golf Company makes and sells Big Bertha® Metal Woods and Irons, including Great Big Bertha® Hawk Eye® Titanium Metal Woods and Tungsten Injected™ Titanium Irons, Big Bertha® Steelhead Plus™ Stainless Steel Metal Woods and Steelhead™ X-14™ Stainless Steel Irons, and Bobby Jones® and Carlsbad Series™ Putters. Callaway Golf Company also makes and sells Odyssey® Putters and wedges with Stronomic® and Lyconite® inserts, including the White Hot™ and TriForce™ Putters. Callaway Golf Ball Company launched its Firmfeel™ and Softfeel™ golf balls on February 4, 2000. For more information about Callaway Golf Company, please visit the company's websites at www.callawaygolf.com, www.callawaygolfball.com and www.odysseygolf.com.