



Callaway Golf Staff Professional Bruce Fleisher Wins Using Hawk Eye VFT Titanium Driver And 'Rule 35' Ball

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CARLSBAD, CA., April 23, 2001 – With a near flawless display of driving, Callaway Golf (NYSE: ELY) Staff Professional Bruce Fleisher cruised to a three-stroke victory at the Las Vegas Senior Classic yesterday. The win was the 12th in slightly more than two years and the first of the 2001 season for Fleisher, the Senior PGA Tour Player of the Year and Rookie of the Year in 1999.

Fleisher's victory was the 10th this season for Callaway Golf's "Rule 35"® ball, which is the No. 2 ball in play across the world's five major professional tours combined. Fleisher was one of 32 seniors to play with a "Rule 35" ball at Las Vegas, a full 41 percent of the event's field. The win was also the 11th of the year for Big Bertha® Hawk Eye® VFT™ Titanium Drivers. Fleisher won using a Hawk Eye VFT Pro Series Titanium Driver, while the winner of the Arkansas Open on the Buy.com Tour used a Hawk Eye VFT Titanium Driver earlier in the day.

Fleisher conducted a shotmaking clinic in Las Vegas, hitting every fairway over the final two rounds of the tournament to lead the field in driving accuracy. He also led the field in greens hit in regulation for the 54-hole event. Fleisher used 13 Callaway Golf® clubs in the victory, including his Hawk Eye VFT Pro Series Titanium Driver, Steelhead Plus™ Fairway Woods, Hawk Eye Tungsten Injected™ Titanium Irons and an Odyssey® TriForce™ Putter. Fleisher chose the "Rule 35" Firmfeel™ (red logo) model for this victory, though he also has won using the Softfeel™ (blue logo) model.

Fleisher ranks among the top 10 on the Senior PGA Tour this season in driving accuracy, greens in regulation, putting average, scoring average, all-around ranking and money won. In each of his six top-10 tournament finishes this year, he has relied on the explosive combination of a Hawk Eye VFT Titanium Driver and a "Rule 35" ball.

Fleisher also was one of the seven top-10 finishers at Las Vegas to use an Odyssey Putter. The victory was one of three this past weekend for Callaway Golf's line of Odyssey Putter, as the winners on the LPGA and PGA European tours each used Odyssey White Hot® Putters. The winner of the Longs Drugs Challenge earned her second LPGA Tour victory of the season using an Odyssey White Hot 2 Putter. Seven of the top 13 finishers at the event used Odyssey Putters, and this was the fifth consecutive LPGA event won by a player using an Odyssey Putter. In Europe, the top two finishers at the Spanish Open each used Odyssey White Hot 1 Putters. This is the second consecutive three-win weekend for Odyssey Golf, which is the No. 1 putter brand in play on the world's five major professional tours combined again this season. Odyssey Putters have been used to win 24 events this year, more than any other putter brand.

Callaway Golf's ERC™ II Forged Titanium Driver had another exceptional showing on the PGA European Tour and on the Japan Golf Tour. A total of 39 golfers at the Spanish Open used ERC II Forged Titanium Drivers, including six of the top 15 finishers. Callaway Golf Staff Professionals accounted for only five of the 39 ERC II Drivers in play at the event, meaning the other 34 golfers who used an ERC II did so without any financial incentive. The ERC II is the most-played driver model on the PGA European Tour this season, and Callaway Golf is the most-played driver brand on the PGA European Tour in 2001. The ERC II was also the No. 1 driver model in play on the Japan Golf Tour, where 27 golfers put the ERC II in play at the Asia Pacific Open.

Callaway Golf Company makes and sells Big Bertha® Metal Woods and Irons, including Big Bertha ERC™ II Forged Titanium Drivers, Big Bertha Hawk Eye® VFT™ and Big Bertha Hawk Eye VFT Pro Series Titanium Drivers and Fairway Woods, Big Bertha Steelhead Plus™ Stainless Steel Drivers and Fairway Woods, Hawk Eye Tungsten Injected™ Titanium Irons, Steelhead™ X-140

and Steelhead X-14 Pro Series Stainless Steel Irons. Callaway Golf Company also makes and sells Odyssey® Putters, including White Hot®, TriHot™, and Dual Force® Putters. Callaway Golf Company makes and sells the Callaway Golf® "Rule 35"® Firmfeel™ and Softfeel™ golf balls, and the CB1™ Red and CB1 Blue golf balls. For more information about Callaway Golf Company, please visit our Web sites at www.callawaygolf.com, www.callawaygolfball.com and www.odysseygolf.com.