



## **Matt Christiansen Named Vice President Of Global Licensing And Accessories For Callaway Golf**

CONTACT(S): Larry Dorman, Mick McCormick, Millie Speirs (760) 931-1771

CARLSBAD, CA., May 7, 2001 – Callaway Golf Company (NYSE: ELY) today announced the appointment of Matt Christiansen to the post of Vice President, Global Licensing and Accessories, effective immediately. Christiansen will report to Mick McCormick, Executive Vice President, Global Sales. Christiansen replaces Mike Haynes, who now reports directly to Chuck Yash, Senior Executive Vice President, Growth in Golf.

"We believe there are many opportunities to extend the Callaway Golf brand through Licensing and Accessories," said McCormick. "Matt's numerous experiences in Apparel, Golf and Licensing should enhance these key growth categories."

Christiansen, 39, has a strong background in the apparel and accessories industry. His 17 years of experience include design, merchandising and marketing, as well as license program development and management. Most recently, Christiansen was vice president of merchandising and marketing for Barco of California, a leading manufacturer of uniforms, since August 1999. Prior to that, Christiansen spent more than eight years working for Nike Inc. in a variety of positions, including apparel designer, director of design and merchandising for Nike golf apparel, and director of U.S. apparel merchandising. Christiansen has also worked in merchandising and design for companies such as Ocean Pacific, Sergio Tacchini and Hobie Sports. Christiansen has a Bachelor of Fine Arts in Design from the Parsons School of Design, where he earned the Gold Thimble Award as designer of the year in 1983.

---

*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-14 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](http://www.callawaygolf.com), [www.callawaygolfball.com](http://www.callawaygolfball.com) and [www.odysseygolf.com](http://www.odysseygolf.com).*