



Callaway Golf Launches New Marketing Campaign Behind Hawk Eye VFT Woods

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Chessington, UK May 17th 2001 – Callaway Golf today announced that it was launching a powerful new through-the-line marketing campaign behind its Hawk Eye VFT line of woods. Focussing on the key fact that the sweetspot of the Hawk Eye VFT Driver is 254% bigger than that of its predecessor, the original Hawk Eye Driver, the campaign seeks to create a clear positioning for the new line of woods.

In keeping with Callaway's philosophy of producing demonstrably superior and pleasingly different golf clubs both in relation to their previous clubs as well those of competitors, the new Hawk Eye VFT Woods feature a much larger sweetspot as well as Callaway's unique Variable Face Thickness Technology. The combination of these powerful factors will provide golfers of all skill levels with the possibility of hitting the ball greater distances, even from off centre hits.

The new marketing campaign will focus strongly on the large sweetspot of the new line of woods by comparing it visually to the smaller sweetspot of the old Hawk Eye Woods. A new advertising campaign will act as spearhead to feature in consumer magazines, trade press and national press and will work in conjunction with a powerful new in store point of sale campaign. The number of Callaway Golf demos will be stepped up in order that consumers can actually test the product to see how well it performs. A direct marketing campaign will also be targeted at consumers who have shown recent interest in Callaway Golf, allowing them the chance to win a day's golf with one of Callaway's top staff players. In addition, mobile ad vans will tour around upcoming European Tour golf events.

The new marketing campaign ties in neatly with the launch the Hawk Eye VFT Pro Series Drivers in May. Already being tested by Callaway Golf staff pros such as Colin Montgomerie, the VFT Pro Series Drivers feature neutral weighting to allow the better player to shape the ball more easily. Hawk Eye VFT Pro Series Fairway Woods are set to follow in mid to late summer.

Patrice Hutin, Managing Director of Callaway Golf Europe remarked: "With the introduction of the new line of VFT Pro Series Woods, it is an ideal time to complete the story about this remarkable family of woods from Callaway Golf. Much has been said about the performance of the ERC 2 Drivers and we now need to focus our attention and that of the consumer behind our main line of Titanium woods. We are confident that many golfers, once they actually try this product, will be convinced of its superlative performance."
