



Callaway Golf Announces Global Launch of New Golf Gloves Featuring Proprietary X-SPANN Technology

CARLSBAD, Calif.--(BW SportsWire)--Jan. 24, 2002--Callaway Golf Company (NYSE: ELY) today announced the global launch of its new line of premium golf gloves. The golf glove line includes two models: the Pro Series leather glove and the Dawn Patrol(TM) synthetic glove. The gloves will be showcased at the 2002 PGA Merchandise Show and are scheduled to ship to retail accounts in February.

The Pro Series and Dawn Patrol gloves both feature Callaway Golf's proprietary X-SPANN(TM) technology in the two fingers most critical to the grip. This highly flexible high-tech fabric provides exceptional fit and distinctive feel during the swing. Callaway Golf Staff Professionals have been testing gloves with X-SPANN technology at the Richard C. Helmstetter Test Center and on the world's professional tours over the past five years, providing valuable feedback in the design process.

The Pro Series glove is made from the highest-quality Cabretta leather to create the feeling most preferred by tour professionals. This lightweight leather has been specially treated to retain its shape through many wearings. The Dawn Patrol glove is made of breathable, durable synthetic leather designed to ensure both strength and sensitivity. The palm area also has real leather for added padding and traction in all weather conditions.

"The Pro Series and Dawn Patrol gloves are designed for performance," said Matt Christiansen, vice president of global licensing, accessories and retail merchandising for Callaway Golf Company. "They have built into them the same attention to detail and dedication to manufacturing precision that goes into every product that bears the Callaway Golf name."

The Pro Series glove has a suggested retail price of \$21.50, while the Dawn Patrol glove has a suggested retail price of \$13.75. Each glove is available in a wide range of sizes, including left- and right-handed models for men and women.

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods and Irons, including Big Bertha ERC(R) II Forged Titanium Drivers, Big Bertha C4(TM) Compression Cured Carbon Composite Drivers, Big Bertha Hawk Eye(R) VFT(R) and Big Bertha Hawk Eye VFT Pro Series Titanium Drivers and Fairway Woods, Big Bertha Steelhead(TM) III Stainless Steel Drivers and Fairway Woods, Hawk Eye VFT Tungsten Injected(TM) Titanium Irons, Big Bertha Stainless Steel Irons, Steelhead X-14(R) and Steelhead X-14 Pro Series Stainless Steel Irons. Callaway Golf Company also makes and sells Odyssey(R) Putters, including White Hot(R), TriHot(TM), and Dual Force(R) Putters. Callaway Golf Company makes and sells the Callaway Golf(R) HX(TM) Blue and HX Red balls, Rule 35(R) Firmfeel(TM) and Softfeel(TM) balls, the CTU 30(TM) Blue and CTU 30 Red balls, and the CB1(TM) Blue and CB1 Red balls. For more information about Callaway Golf Company, please visit our Web sites at www.callawaygolf.com and www.odysseygolf.com.

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