



## **Callaway Golf's New ERC Fusion Driver and HX Tour Golf Ball Continue Hot Start by Recording Two More Tour Wins**

CARLSBAD, Calif.--(BUSINESS WIRE)--Oct. 6, 2003--Callaway Golf Company (NYSE: ELY) unveiled its new ERC(R) Fusion(R) Driver and HX(R) Tour Golf Ball last week just days after Staff Professionals Annika Sorenstam and James Oh used the new products to score victories on their respective tours. This past weekend the Company's newest products continued their winning ways, with the winner of the PGA Tour's Southern Farm Bureau Classic using the ERC Fusion Driver and the champion of the Longs Drugs Challenge on the LPGA Tour using the HX Tour Golf Ball.

The victory at the Southern Farm Bureau Classic was the fourth overall for the ERC Fusion Driver -- which combines a forged titanium cup-face area with a precision-weighted composite body -- and the first for the driver on the PGA Tour. The event's winner ended a three-year PGA Tour victory drought by driving the ball superbly, averaging 302.1 yards in driving distance while hitting 76.8 percent of the fairways at Annandale Golf Club. The 42-year-old tour veteran averaged 315 yards in driving distance during the final round, and he birdied three of the last four holes to record a one-stroke victory. The champion was one of 13 players using the ERC Fusion Driver at the Southern Farm Bureau Classic, and one of 46 players to use the driver across the four major tour events played last weekend combined. Five of the top six finishers at the PGA Tour event used at least one piece of Callaway Golf equipment.

Meanwhile, the HX Tour Golf Ball was a winner on the LPGA Tour for a second consecutive week. The winner of the Longs Drugs Challenge, who switched to the HX Tour Golf Ball two weeks ago, averaged 268.6 yards off the tee and hit 61 of 72 greens in regulation and broke a five-year LPGA victory drought with her one-stroke victory. The HX Tour Golf Ball -- featuring improved HEX Aerodynamics and a faster core -- has been used to win five tour events already, and was put in play by 54 golfers across the four major tour events played last weekend combined.

The winner of the Longs Drugs Challenge also used an Odyssey(R) White Hot(R) 2-Ball Mid Putter, marking the 24th win for players using Odyssey 2-Ball Putters across the world's six major professional tours combined this year. Five of the top six finishers at the LPGA event used at least one piece of Callaway Golf equipment. That includes Callaway Golf Staff Professional Rachel Teske, who finished tied for second using 14 Callaway Golf clubs, including a Great Big Bertha(R) II Pro Series Titanium Driver, Big Bertha(R) Steelhead(R) Strong 4-wood, Steelhead X-16(R) Pro Series Irons, Callaway Golf(R) Forged Wedges and an Odyssey TriHot(R) 2 Putter. Teske also used the HX Red Golf Ball.

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods and Irons, including ERC(R) Fusion(R) Drivers, Great Big Bertha(R) II Titanium Drivers and Fairway Woods, Big Bertha Steelhead(R) III Stainless Steel Drivers and Fairway Woods, Hawk Eye(R) VFT(R) Tungsten Injected(TM) Titanium Irons, Big Bertha Stainless Steel Irons, Steelhead X-16(R) and Steelhead X-16 Pro Series Stainless Steel Irons, and Callaway Golf Forged Wedges. Callaway Golf Company also makes and sells Odyssey(R) Putters, including White Hot(R), TriHot(R), DFX(TM) and Dual Force(R) Putters. Callaway Golf Company makes and sells the Callaway Golf(R) HX(R) Tour balls, HX Blue and HX Red balls, the CTU 30(R) Blue and CTU 30 Red balls, the HX 2-Piece Blue and HX 2-Piece Red balls, the CB1(R) Blue and CB1 Red balls, and the Warbird(TM) golf balls. Callaway Golf also owns and operates The Top-Flite Golf Company, a wholly owned subsidiary that includes the Top-Flite(R), Strata(R) and Ben Hogan(R) brands. For more information about Callaway Golf Company, please visit our websites at [www.callawaygolf.com](http://www.callawaygolf.com), [www.topflite.com](http://www.topflite.com) and [www.odysseygolf.com](http://www.odysseygolf.com).

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