



Steel Meets Feel in New Odyssey White Steel Putter Line; Innovative Dual Insert Technology Has Milled Stainless Steel Insert Suspended in a Modified White Hot Insert

CARLSBAD, Calif.--(BUSINESS WIRE)--Sept. 13, 2004--Odyssey Golf, the #1 Putter in Golf(R) and a brand of Callaway Golf Company (NYSE:ELY), today launched the next revolution in the insert putter category with the new Odyssey(R) White Steel(TM) Putter line. White Steel Putters feature Dual Insert Technology -- a milled stainless steel insert surrounded by a responsive, modified White Hot(R) insert to create the best of both worlds -- a groundbreaking combination of precision and feel.

"The Odyssey brand continues to push the envelope in putter design, particularly when it comes to radical developments in the area of insert technology," said Callaway Golf(R) President and Chief Operating Officer Patrice Hutin. "The new White Steel Putter line embodies all of the innovation, design expertise and tour-proven results the Odyssey brand brings to bear on every putter they create. There's a reason why Odyssey is the No. 1 putter in golf: its R&D team continues to design putters that outperform the competition and, very simply, give golfers the confidence and science to make more putts."

The revolutionary design of the White Steel Putter line starts with Dual Insert Technology -- the seamless integration of a precision-milled, trapezoid-shaped stainless steel insert suspended in the center of a modified White Hot urethane face insert. Odyssey's proprietary White Hot face insert is lightweight and highly resilient, allowing weight to be repositioned deep in the putterhead for greater resistance to twisting and increased stability on off-center putts, with remarkably soft feel. The stainless steel insert is machine-milled for a consistent, flat surface that gives golfers improved roll and a unique, pleasing sound at impact.

For each model in the White Steel Putter line, a highlighted alignment strip atop the putterhead features a brushed satin finish that help golfers square the face to target at address and focus sight for a pure stroke. All White Steel Putters feature a bright, distinct and identifying Odyssey Red Swirl grip from Winn(R). This new grip, made from a soft polymer compound, combines secure control with the premium qualities of a wrapped grip, exceptional feel and a virtually seamless appearance, and a look that makes a bold statement on the green.

The White Steel Putter line will be available at authorized Odyssey Golf retail locations beginning in October and includes six models:

- White Steel 2-Ball Putter, an extended mallet head with 2-Ball alignment (\$215 MSRP)
- White Steel 2-Ball Blade, a more blade-like head with 2-Ball alignment (\$215 MSRP)
- White Steel 2-Ball Center Shaft, 2-Ball alignment with a centered shaft (\$215 MSRP)

- White Steel #1, a traditional heel-toe weighted blade design (\$150 MSRP)
- White Steel #2, a scoop-back blade with full-shaft offset (\$150 MSRP)
- White Steel #5, a face-balanced mallet with a double-bend, full-offset shaft (\$150 MSRP)

Callaway Golf Company makes and sells Big Bertha(R) Metal Woods, Hybrids and Irons, including ERC(R) Fusion(R) Drivers and Fairway Woods, Great Big Bertha(R) II Titanium Drivers and Fairway Woods, Great Big Bertha II 415 Titanium Drivers, Big Bertha Titanium Drivers and Big Bertha Stainless Steel Fairway Woods, Big Bertha Heavenwood(R) Hybrids, Hawk Eye(R) VFT(R) Tungsten Injected(TM) Titanium Irons, Big Bertha Stainless Steel Irons, Steelhead(R) X-16(R) and Steelhead X-16 Pro Series Stainless Steel Irons, the Game Enjoyment System(TM) of GES(TM) Golf Clubs, Callaway Golf Forged+ Wedges and Callaway Golf Forged Wedges, and Callaway Golf Tour Blue(TM) Putter. Callaway Golf Company also makes and sells Odyssey(R) Putter, including White Steel(TM), White Hot(R), TriHot(R), DFX(R), Dual Force(R) and 2-Ball Putter. Callaway Golf Company makes and sells the Callaway Golf(R) HX(R) Tour Balls, HX Blue and HX Red Balls, Big Bertha(TM) Blue and Big Bertha Red Balls, and the Warbird(TM) Balls. Callaway Golf also owns and operates The Top-Flite Golf Company, a wholly owned subsidiary that includes the Top-Flite(R) and Ben Hogan(R) brands and Bettinardi Putter. For more information about Callaway Golf Company, please visit our websites at www.callawaygolf.com, www.topflite.com and www.odysseygolf.com. Winn is a registered trademark of Winn, Inc.

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