



Callaway Golf Names Bill Knees New Senior VP of Marketing

CARLSBAD, Calif.--(BUSINESS WIRE)--March 1, 2006--Callaway Golf Company (NYSE:ELY) today announced the appointment of Bill Knees as its new Senior Vice President, Marketing. Mr. Knees, who most recently served as Vice President of Brand Development for Unilever in Greenwich, CT, will oversee marketing and brand development for all Callaway Golf, Odyssey, Ben Hogan and Top-Flite brands and branded products, including golf clubs, golf balls, licensing and accessories, reporting directly to CEO and President George Fellows.

Mr. Knees brings a strong track record in premier consumer product goods to Callaway Golf, including PepsiCo and Unilever where he successfully led brands including Diet Pepsi, Ragu, Snuggle and Dove.

"Bill is a very strong addition to our management team," said Mr. Fellows. "With four powerful golf brands in our portfolio covering virtually all segments of the golf market, Bill's extensive marketing and brand building experience will be a real asset to our organization in further building the Callaway Golf brand names."

A native Californian, Mr. Knees earned his BA in Economics from U.C. Berkeley and his MBA from UCLA.

"I am grateful for the opportunity to join Callaway Golf at such an important juncture in the Company's history," said Mr. Knees. "The Callaway brand is among the greatest brands in the world -- not only in the golf segment but across the spectrum of branded consumer products -- and I really look forward to being a part of helping to build upon its great heritage of success."

Through an unwavering commitment to innovation, Callaway Golf creates products and services designed to make every golfer a better golfer. Callaway Golf Company manufactures and sells golf clubs and golf balls, and sells golf accessories, under the Callaway Golf®, Top-Flite®, Odyssey® and Ben Hogan® brands. For more information visit www.callawaygolf.com.

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SOURCE: Callaway Golf Company