



Ben Hogan Unveils Trio of New Apex Wedges with Traditional Ben Hogan Styling and Tour-Inspired Designs

CARLSBAD, Calif.--(BUSINESS WIRE)--April 5, 2006--Ben Hogan® Golf, a brand of the Callaway Golf Company (NYSE:ELY), today unveiled its new line of Ben Hogan Apex® Wedges featuring traditional Ben Hogan styling with Tour-inspired designs. Three models make up the set: the Apex 5208 Gap Wedge, Apex 5612 Sand Wedge and Apex 6006 Lob Wedge.

After receiving feedback from professional tour players, the new Apex wedges were crafted with a head shape designed to inspire confidence, with a trailing edge grind that provides exceptionally versatile shotmaking around the greens.

"Better golfers know that solid wedge play can make or break your game," explained Drew Isaacman, Vice President, Brand Management for the Top-Flite and Ben Hogan brands. "That's why we sought extensive feedback and input from the world's best professional golfers, and then incorporated their comments and suggestions into the Apex Wedges. The result is one remarkable set of wedges."

In addition to using forged 1020 carbon steel for outstanding feel, the Apex Wedges have grooves engineered to the maximum width allowed under the United States Golf Association's Rules of Golf for optimal control and performance around the greens. They also have a slight but constant offset of 12 hundredths of an inch (0.12"), designed to accommodate the more accomplished player looking for maximum versatility and shotmaking options.

The Apex 5208 Gap Wedge has 52 degrees of loft with eight degrees of bounce; the Apex 5612 Sand Wedge has 56 degrees of loft with 12 degrees of bounce; and the Apex 6006 Lob Wedge has 60 degrees of loft with six degrees of bounce. Each is available in right-handed versions only. The stock shaft is the Apex Steel. The Apex Wedges will be available at retail on April 15 and carry a manufacturer's suggested retail price of \$135 per club.

The name Ben Hogan has been synonymous with uncompromising golf equipment since Mr. Hogan first put his name on a set of golf clubs in 1953. Since then, every model, every set, and every club has been held to the same rigorous standards of quality, craftsmanship and performance. Today that dedication extends to woods, irons, hybrids, wedges, golf balls and a full line of accessories. To learn more, visit us online at www.benhogan.com. Ben Hogan is a brand of the Callaway Golf Company.

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