

## **CALLAWAY GOLF ANNOUNCES 2011 AWARDS FOR TOP GOLF PROFESSIONAL AND CLUB FITTERS USING THE CALLAWAY GOLF CUSTOM FITTING TOOLS**

CARLSBAD, Calif., February 1, 2012 – Callaway Golf Company (NYSE: ELY) today announced the winner of the Company's Golf Professional of the Year Award, as well as the winners of the Company's ninth annual Club Fitters of the Year Awards.

Each year, Callaway awards this honor to a Callaway Staff Professional for his or her ultimate support of the Brand, their overall excellence as a club professional, for having high level of proficiency at playing the game, for having the skills necessary to run a successful business, and for special events or extraordinary support they have illustrated throughout the year. This year's 2011 Callaway Golf PGA Professional of the Year is Jim Bender, from Ardsley Country Club in Ardsley on Hudson, New York.

The recipients of the Callaway Golf 2011 Club Fitter of the Year Awards are being honored for their exceptional achievements using a Callaway Golf Custom Fitting cart at their facilities. Each of the winners has shown outstanding support for the Company's club fitting programs while providing a valuable service to their customers. The following individuals have been named winners of the 2011 Callaway Golf Club Fitter of the Year Awards:

### **National Club Fitter of the Year Winner**

Mark Timms – Cool Clubs, Scottsdale AZ

### **Regional Club Fitter of the Year Winners**

Central: Steve Shrawder – National Golf Club of Kansas City, Kansas City MO

Mid-Atlantic: Rick Kline – Sittler Golf Center, Kutztown PA

Northeast: Mark Krahe Jr, and Jason Fryia – Golf Exchange, Florence KY

Northwest: Greg Bryan – Roaring Fork Golf Club, Basalt CO

Southeast: Derick Morrison – Sugar Mill Country Club, New Smyrna Beach FL

Southwest: Doug Hart – Springs Club, Rancho Mirage CA

### **Honorable Mentions**

Scott Ward – Stony Hill Custom Golf, Bethel CT

Mark Heartfeild – Sankaty Head Golf Club, Siasconset MA

Susan Roll – Carlsbad Golf Center, Carlsbad CA

Casey Wade – High Meadow Ranch, Magnolia TX

The winners were chosen using a variety of criteria, including personal nominations from the sales force, sales data, and the use of innovative and unique methods to support Callaway Golf and its Custom Fitting programs.

### **About Callaway Golf**

*Through an unwavering commitment to innovation, Callaway Golf Company (NYSE:ELY) 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 apparel, footwear and accessories, under the Callaway Golf®, Odyssey®, Top-Flite®, and Ben Hogan® brands in more than 110 countries worldwide. For more information please visit [www.callawaygolf.com](http://www.callawaygolf.com) or [shop.callawaygolf.com](http://shop.callawaygolf.com).*