

CALLAWAY GOLF ANNOUNCES 2010 AWARDS FOR TOP GOLF PROFESSIONAL AND CLUB FITTERS USING THE CALLAWAY GOLF CUSTOM FITTING TOOLS

CARLSBAD, Calif., January 21, 2011 – 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 Fitter of the Year Awards.

Susan Roll of the Carlsbad Golf Center, in Carlsbad, Calif., was named the 2010 Callaway Golf PGA Professional of the Year. Each year Callaway awards this honor to a Callaway Staff Professional in recognition of their dedicated support, proficiency at playing the game, skills necessary to run special events and overall excellence as a club professional.

The recipients of the Callaway Golf 2010 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 are the winners of the 2010 Callaway Golf Club Fitter of the Year Awards:

National Club Fitter of the Year Winner

John Mlynarski - Harbourtowne Golf Resort, Saint Michaels MD

Regional Club Fitter of the Year Winners

Mid-Atlantic: Bob Karnei – Olney Golf Park, Olney MD

Midwest: Brad Dubois – Golf Headquarters, Plainfield IN

Southeast: Martha Scholz – Golf USA of Melbourne, Melbourne FL

Southwest: Henry Templeton – Alta Vista Country Club, Placentia CA

Northeast: Angela Aulenti – Sterling Farms Golf Course, Stamford CT

Northwest: Tom Toschi – Peninsula Golf and Country Club, San Mateo CA

Honorable Mentions

Jim Bender – Ardsley CC, Ardsley on Hudson NY

Scott Ward – Stony Hill Custom Golf, Bethel CT

Kyle Free – Bay Oaks CC, Houston TX

Mark Timms – Cool Clubs, Scottsdale AZ

Jeffrey Sanchez – Silver Creek Valley CC, San Jose CA

Rob Clark – Wenatchee Golf & CC, East Wenatchee WA

Ron Branca – Salt Lake CC, Salt Lake UT

Scott Curriel – Standard Club, Duluth GA

Frank Mentzer – Grand Harbor GC, Vero Beach FL

Joe Imondi – Suntree CC, Melbourne FL
James Kinney – Golftec of Omaha, Omaha NE
John Freeman – Edgewood GC, Big Bend WI
Steve Gotsche – The Club at Stoneridge, Great Bend KS
Tory Hayes and Irl Robinson – Birdies and Tee’s, Osage Beach MO
Pat Lawler – High Mountain GC, Franklin Lakes NJ
Steve Lovelace – Fredericksburg Golf Center, Fredericksburg VA

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 or shop.callawaygolf.com.