



## **CALLAWAY OFFICIALLY INTRODUCES CHROME SOFT AND CHROME SOFT X GOLF BALLS**

*Golf Balls Feature a New Graphene-Infused Dual SoftFast™ Core.*

**CARLSBAD, Calif., January 23, 2017** -- Callaway Golf Company (NYSE: ELY), golf's #1 brand in total hard goods and a leading innovator in golf equipment and technology, today announced it will launch new Chrome Soft and Chrome Soft X Golf Balls to the market on February 16, 2018.

Chrome Soft Golf Balls combine Tour-proven performance with unparalleled feel and exceptional mis-hit forgiveness. One of several new features, a Graphene-infused Dual Soft Fast Core has a larger inner core to maximize compression energy while a) minimizing driver-spin and b) promoting high launch for long distance.

“We’ve innovated at every layer, starting with our groundbreaking new Graphene Dual SoftFast Core,” said Alan Hocknell, SVP, R&D, Callaway Golf. “The result is an extremely fast and soft-feeling ball that promotes high-launch and low spin off the tee for long distance, and incredible shot-stopping spin around the green.”

The Chrome Soft golf balls have helped establish Callaway as the fastest growing major equipment company in the golf ball category since 2013.

*Key Features:*

### **Fast Ball Speeds & Low Spin Off The Driver**

New Graphene-infused Dual Soft Fast Core with a new, larger inner core maximizes compression energy while minimizing driver-spin and promoting high launch for long distance.

### **Distance & Control Through The Bag**

Premium dual-core construction promotes more distance off of your longer clubs, and more control off of mid-irons, short-irons and wedges.

### **Pinpoint Greenside Control**

Thin ultra-soft Tour Urethane Cover feels fantastic and generates shot-controlling, stroke-saving spin on pitches and chips.

### **Ultra-Soft Feel**

The fast SubMantle, soft Tour Urethane Cover, and low compression core combine for unparalleled feel.

## **Forgiveness**

Softer golf balls compress easier on off center hits for incredible distance all over the face.

“After introducing the original Chrome Soft ball in 2015 with a core technology that broke the soft and fast paradigm, we’ve established an incredible trend toward this type of ball on both Tour and among amateur golfers,” said Jason Finley, Director, Product & Brand Management, Golf Balls, Callaway Golf Company.

## **Key Info and Pricing**

US Retail date: February 16, 2018

Pricing: \$44.99

For more information, visit [callawaygolf.com](http://callawaygolf.com).

## **About Callaway Golf**

Through an unwavering commitment to innovation, Callaway Golf Company (NYSE: ELY) creates products designed to make every golfer a better golfer. Callaway Golf Company manufactures and sells golf clubs and golf balls, and sells bags, accessories and apparel in the golf and lifestyle categories, under the Callaway Golf®, Odyssey®, OGIO® and TravisMathew® brands worldwide. For more information please visit [www.callawaygolf.com](http://www.callawaygolf.com), [www.odysseygolf.com](http://www.odysseygolf.com), [www.ogio.com](http://www.ogio.com), and [www.travismathew.com](http://www.travismathew.com).

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