



See Your Game Renews Licensing Agreement with Callaway Golf

News Release – November 1, 2005 - Calgary Alberta

See Your Game® Inc. ("SYG") today announced the renewal of a licensing agreement for Callaway Golf Company (NYSE:ELY) to use SYG's Client Creation system at its Golf Performance Center located at Callaway's corporate headquarters in Carlsbad, California.

Forming Closer Customer Relationships

SYG's Client Creation system will help Callaway increase sales by forming more personal and longer-term relationships with existing customers and potential purchasers of Callaway golf equipment.

Using the system, Callaway will capture video and still images of golfers testing a variety of Callaway clubs and provide on-the-spot swing photo printouts. Callaway will also invite the participants to its website where they can see their swings in freeze frame pictures and full motion video. The displays of each golfer's swing will be presented within Callaway branded designs.

"SYG's Client Creation system gives Callaway a competitive sales advantage" commented See Your Game President & CEO Wes Pajunen.

"Golfers testing other manufacturers' clubs will take a few swings and then leave unengaged and empty handed. But golfers testing Callaway equipment will be given action photos of them actually using the Callaway clubs, and they'll go to the Callaway website to see their swing in full motion video," said Pajunen.

"Based on our experience of tracking golfer behavior, we know that the average participant will make at least six repeat visits to see their swing on the Callaway website. The fanatics will come back dozens of times. This level of personal interaction builds solid relationships and increases sales," stated Pajunen.

About See Your Game

See Your Game® Inc. is the inventor of the revolutionary Client Creation system that turns single points of contact into personal long-term customer relationships. The extremely cost-effective customer acquisition system nurtures relationships automatically through repeated points of contact and delivers an unprecedented level of marketing campaign measurability.

The Client Creation system has been a key component to the marketing success of hundreds of events across North America including trade shows, shopping malls attractions, conferences, golf tournaments and promotional events staged by Fortune 500 companies, professional sports teams, small businesses, retailers, community organizations and charity groups.

SYG licenses the Client Creation system to qualified organizations and uses it to serve clients at their events. See Your Game® Inc. is a privately held company with headquarters in Calgary and a network of agencies throughout Canada and the United States.

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