



**Callaway Golf Performance Centres Continue To Expand Using
See Your Game® Technology**
-More Golfers to receive visual swing analysis straight to their inbox-

Concord, ON, May 1, 2007 – Callaway Golf Canada continues to expand its state-of-the-art fitting facility program using 'See Your Game®' technology to supplement the fitting experience for the recreational and serious golfer, allowing the ultimate in swing analysis.

Earlier this year, Callaway Golf Canada opened a second Callaway Golf Performance Centre in Calgary, building on the success of the first one in Toronto which opened three years ago. Two more Callaway Performance Centres in Prince Edward Island and Vancouver are scheduled open before the end of the 2007 golf season, allowing Canadians from one end of the country to the other, the opportunity to be fitted like a tour professional.

All four Callaway Golf Performance Centres will offer 'See Your Game®' benefits, allowing golfers an in-depth analysis of their golf swing, as well as a video breakdown of the swing, which is sent directly to the player via email.

"The addition of 'See Your Game®' technology to our Toronto Performance Centre in 2006 allowed us to take custom club fitting to a new level," explained Barry Wallis, Callaway Golf Canada's Performance Education Manager. "When expanding the Callaway Performance Centre to other locations there was no doubt that See Your Game® would expand with us. The technology offers added value for golfers, who leave here with custom club specs in hand, and when they get home, they have a visual of their swing waiting on their desktop."

See Your Game® also provides Callaway Golf Canada with a marketing tool that enables communication with consumers after their fitting session was over.

"We are extremely pleased to be expanding our business relationship with Callaway Golf Canada," commented Wes Pajunen, President & CEO of See Your Game® Inc. "As we continue to work closely together, we are excited about being an integral part of the Callaway Golf consumer experience"

The Callaway Golf Performance Centres combine cutting-edge technology and hands-on expertise from CPGA professionals in the fitting session. The system analyzes a number of important swing factors, including: clubhead speed, ball speed, angle of attack, launch angle, ball spin rate, carry distance and total distance. This provides a wealth of information to assist in the fitting process.

"See Your Game® gave us a viral marketing tool to better communicate and learn more about our customers", added Chris Walling, Callaway Golf Canada's Director of Marketing. "We have found our partnership beneficial to both ourselves and our consumers."

Golfers who are interested in a fitting session at any of the Callaway Golf Performance Centre may arrange referrals through their home club professionals, local retailers or call customer service at 1-800-387-7000 to book a fitting appointment. After the fitting, golfers can place an order with their home club professional or local retailer for delivery within a matter of days.

Part of the \$60 fitting fee is being donated to the Jennifer Ashley Children's Charity.

About Callaway Golf

Through an unwavering commitment to innovation, Callaway Golf Company creates products and services designed to make every golfer a better golfer. Callaway Golf Company, which celebrates its 25th Anniversary in 2007, manufactures and sells golf clubs and golf balls, and sells golf 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/ca.

About See Your Game®

See Your Game® Inc. is the inventor of a revolutionary customer acquisition system that turns single points of contact into personal long-term customer relationships. The extremely cost-effective 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. 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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