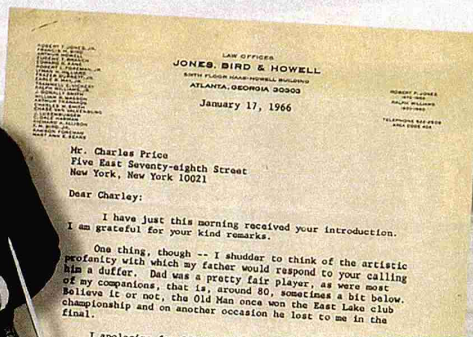


Exhibit

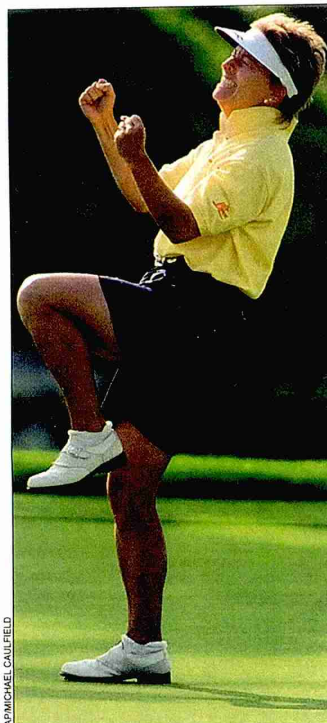
A

AMERICA'S GOLF NEWSPAPER • APRIL 3, 1999

• Defending champ lives large	8
• The inner Bob Jones revealed	9
• Liner notes on the green jacket	10
• Amateurs long on confidence	12
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• Complete field, form chart	18



Duval double:
Bob Duval starts the family sweep with a win at the Emerald Coast Classic, p32.

A black and white photograph of golfer Bob Duval. He is wearing a dark baseball cap with a logo and a dark polo shirt with horizontal stripes. He is smiling broadly and holding a large, ornate trophy high above his head with both hands. The background is slightly blurred, showing what appears to be a golf course setting with spectators or trees in the distance.

Dottie Pepper celebrates her 2nd major victory.

BY JEFF BABINEAU

belonged to him.

The prestigious Players Championship, golf's highly acclaimed fifth major, was Duval's — fulfilling a boyhood dream in his own back yard in a tourna-

**MORE
30** ment he watched many times as a youth – and accompanying the triumph was the long overdue asterisk that Duval, a young man once saddled with a troubling reputation that he couldn't close, had overtaken Tiger Woods for the No. 1 spot in the Official World Golf Ranking.

Adding to an already unforgettable afternoon was the fact Duval had been beaten to the winner's circle two hours earlier by another member of the family: Bob Duval, David's father, who secured his first Senior PGA Tour title by winning the Emerald Coast Classic across the state.

A Duval Double. A day to remember.

see Duval, page 23

Fifty-nine balls that at one time belonged to some of the best players in golf had been swallowed up over the span of four grueling days, and Duval stubbornly refused to round off that number to 60. He took one mighty, decisive, confident swing – similar to one he once watched champion Nick Price make on the same tee – and the ball gently sailed into the afternoon sky, flying over the water, past a deep bunker and onto the brownish green before eventually curling to within 6 feet of the flagstick.

In a matter of minutes, or the time it takes a golf ball to travel 142 yards and a birdie putt to roll 6 feet, the golf world

BY LISA ANTONUCCI
Rancho Mirage, Calif.

The yearly journey to Palm Springs conjures fond memories for Dottie Pepper. "An incredible place," she says. "It has lots of great memories."

Except one. Though Pepper won the Nabisco Dinah Shore in 1992, her experience does not include the traditional "dive at Dinah" — the champion's dip into the lake off the 18th green at Mission Hills Country Club — because her win came after a sudden-death playoff against Juli Inkster on the 10th hole.

see Pepper, page 22

Year(s), Player, Total Weeks as No. 1	
1999 David Duval	1
1997-99 Tiger Woods	65
1997-98 Ernie Els	9
1997 Tom Lehman	1
1994-95 Nick Price	43
1992 Fred Couples	16
1991-92 Ian Woosnam	50
1990-94 Nick Faldo	50
1986-98 Greg Norman	331
1986-89 Seve Ballesteros	60
1986 Bernhard Langer	3

Note: Duval replaces Tiger Woods, who spent the past 41 weeks as No. 1

David Duval earned the world's No. 1 ranking with his TPC victory.

New era, p3
Ty Votaw begins duties
as **LPGA** commissioner

European Tour, p36
Linhart wins for first time
at Madeira Island Open.

Money Page, p38
In-depth leaders of all
the major tours.

Collegiate, p45
Imada, Georgia double up
at Morris Williams Invitational.

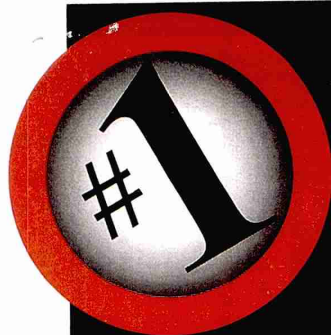
Perspective, p55
Achenbach calls for major changes; Hewitt finds something about Dottie.

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According to Golf Datatech, an independent retail golf market research company, the Orlimar TriMetal Drivers and Fairway Woods combined were the most popular selling wood model at retail for the last six months of 1998.

Wood Model Sales July-December 1998*

Company	Model	Rank
Orlimar	TriMetal	#1

*Total Wood Sales - leading model. Derived from Golf Datatech July 1 - December 31, 1998 sales figures.

As Reported by Golf Datatech, the Orlimar TriMetal Drivers and Fairway Woods Combined are the #1 Selling Wood Model in America!

TriMetal Fairway Woods are #1 on the PGA & Senior PGA Tours!

For the past year, we've been explaining that TriMetal Technology is our secret to golf club accuracy, distance, and performance.

That it isn't size that matters, but how you distribute weight around a clubhead. Nowhere in the world can this be better proven than on the toughest testing ground in golf, the PGA Tour. Don't take it from us. Take it from the pros that are switching to TriMetal Technology because of its superior design and performance.

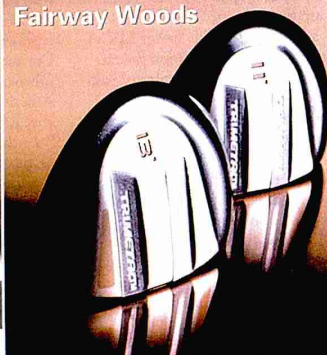
PGA & SrPGA Tour Fairway Wood Model Count**

Company	Model	PGA	SrPGA
Orlimar	TriMetal	37	50
Callaway®	Steelhead®	34	36
Adams®	Tight Lies®	5	5
Callaway®	HawkEye®	2	5
Taylor Made®	FireSole™	2	1

**Selected current fairway wood models. Club count is a weekly average derived from Darrell Survey Co. 1/7/99 through 3/11/99.

As Reported by the Darrell Survey Company, the TriMetal is the #1 Played Fairway Wood Model on the PGA & Senior PGA Tours!

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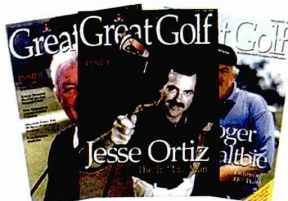
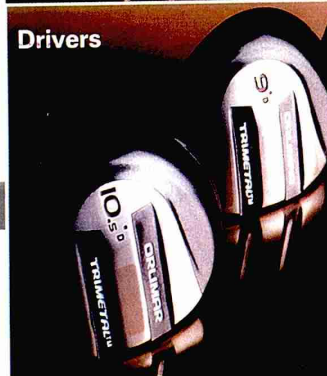
The TriMetal's Alpha-Maraging™ face made exclusively by Carpenter® Specialty Alloys is 85% harder and twice as strong as pure titanium, allowing us to redistribute weight to other parts of the clubhead. Our Vacuum Brazing process from Performax then fuses this technology to our 17-4 stainless steel shell. We then add Copper-Tungsten weights where you need it the most, in the soleplate or low in the cavity, to lower the center of gravity and make it easier for you to get the ball airborne for longer and straighter shots. The result is a golf club that looks better, feels better, and performs better than any other. Period.

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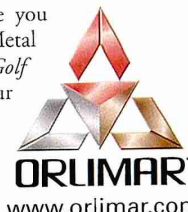
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AMERICA GETS ITS TEAM—BUT WILL THE TEAM GET ITS MONEY?

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Boys to men

**Tiger Woods and
Sergio Garcia stage
a battle for the ages at
the PGA Championship**

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EI-70+ TRUE TEMPER MADE IN USA S-FLEX
ULTRA LIGHTWEIGHT GRAPHITE

MADE IN USA S-FLEX
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ULTRA LIGHTWEIGHT GRAPHITE

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The TriMetal Plus+ was designed by Orlimar's Master Club Designer, Jesse Ortiz, to offer more choices to golfers. Many players love the look, sound, feel and performance of the TriMetal Fairway Wood, but might prefer more loft and a slightly deeper face. Jesse accomplished this by adding 1° of loft and a slightly deeper face to create the Plus options for greater confidence in a low profile wood.



Alpha Maraging face, made exclusively by Carpenter Specialty Alloys, is significantly harder and stronger than titanium improving distance and accuracy. Available in 9°, 11°, 12°+, 13°, 14°+, 15°, 16°+, 17°, 18°+, 19°, 20°+, 21°, 22°+, 23°, and 27° Fairway Wood Lofts.



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TOUR TESTED...

- The pros love options and the results speak for themselves:

Avg. # of TriMetal Fairway Wood Lofts Per Week on 1999 PGA & Sr. PGA Tours!		
Model	PGA	Sr. PGA
12°+	15	11
13°	8	9
14°+	7	7
15°	1	3
16°+	7	6
17°	3	8
18°+	1	2
19°	1	4
Add. Lofts	3	7
Total	46	57

TOUR PROVEN!

- TriMetal Fairway Woods were carried by 9 winners and 135 top ten finishers on the 1999 PGA & Senior PGA Tours combined.

#1 Fairway Wood Model On The PGA & Sr. PGA Tours!

Company	Model	PGA	Sr. PGA
Orlimar™	TriMetal™	46	57
Callaway [®]	Steelhead [®]	34	41
Adams [®]	Tight Lies [®]	6	4
Taylor Made [®]	FireSole™	3	2
Callaway [®]	HawkEye [®]	2	7

Weekly Average of selected models derived from Darrell Survey for PGA and Sr. PGA tournaments played from 1/7/99 through 7/11/1999.



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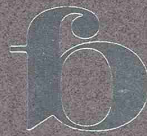


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Exhibit B

ford bubala & associates

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16400 Pacific Coast Highway
Huntington Beach, California 92649
Telephone (562) 592-4581
Facsimile (562) 592-3867



ford bubala & associa

Peter's Landing, Suite 211
16400 Pacific Coast Highway
Huntington Beach, California 92649
Telephone (562) 592-4581
Facsimile (562) 592-3867

October 14, 1999

TO: Susan A. Weaver, Esq.
Intellectual Property Records Coordinator
Callaway Golf Company
2285 Rutherford Road
Carlsbad, California 92008

FROM: Dr. Gerald L. Ford
Ford Bubala & Associates

RE: Steelhead Survey

Enclosed, herein, please find the results of a survey conducted among a random sample of individuals who subscribe to the publication Golf Digest and have played one or more rounds of golf during the past year. The survey conducted in this matter focused on the understanding of the principal significance, with respect to golf, of the word "Steelhead."

Provided in the following report is a description of the survey research methodology, the survey screener/questionnaire, and the response frequencies for the survey questions. The Appendices of this report contain copies of the Supervisor and Interviewer Instructions, which detail the protocols for the survey, and other survey related materials.

STEELHEAD SURVEY

Ford Bubala & Associates
October, 1999

STEELHEAD SURVEY
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1

SURVEY SYNOPSIS

SURVEY BACKGROUND

The report contained, herein, provides the results of a survey conducted among a random sample of individuals who subscribe to the publication Golf Digest and have played one or more rounds of golf during the past year. The survey conducted in this matter focused on the understanding of the principal significance, with respect to golf, of the word "Steelhead."

SURVEY SAMPLE

The sampling frame for the survey was the total list of subscribers to the publication Golf Digest. The survey sample was based upon a random selection of approximately five thousand (5,000) subscribers from this list. As such, the survey results are projectable to the approximate one and one half million (1,500,000) subscribers to Golf Digest.

This survey consisted of three hundred twenty-six interviews.

RESPONDENT QUALIFICATIONS

Generally, respondents qualified for inclusion in the survey were individuals on the Golf Digest subscription list who indicated that:

1. within the past twelve months, they had played one or more rounds of golf;
2. they were able to evidence their ability to distinguish between a common name and a brand name;
3. neither they, nor anyone else in their home, worked for an advertising agency or marketing research firm; a retail store or company that makes, sells, or distributes any golf related products; or a company or organization whose business is related to golf, for example golf course managmeent, a golf magazine, etc.; and
4. during the preceding three months had not been interviewed on the subject of golf or golf products.

SURVEY METHODOLOGICAL PROCEDURES

The survey sample selection, questionnaire design, and interviewing procedures were conducted in accordance with standard accepted practices of objective procedures in the field of surveys. The interviewing was conducted by professionally trained interviewers, and no parties, including the independent interviewing organization, survey supervisors, interviewers, or respondents, were told or informed of either the sponsor or the purpose of the survey.

The sample size for the survey, combined with the sampling methodology and interviewing procedures, provides results at a 95% level of confidence with a precision variance of ± 5.43 percent. See Technical Note, Appendix E.

The Appendices of this report contain the Supervisor and Interviewer Instructions detailing the survey procedures, and other survey related materials.

SURVEY RESEARCH DESIGN/TABULATION/ANALYSIS

Ford Bubala & Associates
16400 Pacific Coast Highway
Suite 211
Huntington Beach, California 92649

Dr. Gerald L. Ford

PROFESSIONAL INTERVIEWING SERVICE

Communications Center Inc.
715 E. Sprague, Suite 104
Spokane, Washington 99202

INTERVIEWING DATES

October 1 - 13, 1999.

2

SURVEY SCREENER/QUESTIONNAIRE

SCREENER

RESPONDENT'S NAME: _____

RESPONDENT'S TELEPHONE: __ (____) _____

INTRODUCTION

Hello. May I please speak to INSERT NAME ?

IF SPEAKING, GO TO --> INTRODUCTION.

IF TRANSFERRED, ASK: Is this INSERT NAME ?

IF NAMED INDIVIDUAL, GO TO --> INTRODUCTION.

IF NOT AVAILABLE, ASK: When would be a good time to call back
to speak with INSERT NAME ?

INITIAL CALL/CALLBACK/RESULT

INITIAL CALL:					
Day	Date	Respondent time/Your time			
CALLBACK:					
Day	Date	Respondent time/Your time			
CALLBACK:					
Day	Date	Respondent time/Your time			
CALLBACK:					
Day	Date	Respondent time/Your time			
RESULT OF CALL/CALLBACK					
	<u>Date</u>	<u>Time</u>	<u>Int.</u>	<u>Result</u>	
1.	_____	_____	_____	_____	
2.	_____	_____	_____	_____	
3.	_____	_____	_____	_____	
4.	_____	_____	_____	_____	
Result Codes:					
TM	Terminate	CM	Complete	BZ	Busy
RF	Refused	CB	Callback	AM/VM/CT	Answer machine/
DS	Disconnected	NA	No Answer		Voice mail/Comp. tone
NT	Not Available	DL	Language	BG	Business/Government
	in time frame		Problem		

INTRODUCTION:

Hello. My name is _____ with CCI, an independent research company. We are conducting a very brief survey today among golfers and would like to include your opinions. This is not a sales or telemarketing call.

1.0 Within the past twelve months, have you played one or more rounds of golf?
RECORD RESPONSE WITH AN 'X.'

- ____ 1. yes CONTINUE.
____ 2. no _____
____ 3. don't recall _____ } TERMINATE.

2.0 Do you, or does anyone else in your home, work for or are in any way involved with...
READ LIST. RECORD RESPONSES WITH AN 'X.'

- | | <u>Yes</u> | <u>No/DK</u> |
|---|------------|--------------|
| - an advertising agency or marketing research firm? | ____ 1. | ____ 2. |
| - a retail store or company that makes, sells, or distributes any golf related products? | ____ 1. | ____ 2. |
| - a company or organization whose business is related to golf; for example, golf course management, a golf magazine, etc? | ____ 1. | ____ 2. |

IF 'YES' TO ANY, TERMINATE;
OTHERWISE, CONTINUE.

2.1 During the past three months, has anyone interviewed you on the subject of golf or golf products?
RECORD RESPONSE WITH AN 'X.'

- ____ 1. yes TERMINATE.
____ 2. no CONTINUE.

QUESTIONNAIRE

The research we are conducting today is on common names and brand names.

Most products or services have both common names and brand names. Common names tell what type of product it is; for example, beer, automobile, or instant coffee. Brand names tell what brand it is; for example, Budweiser, Chevrolet, or Maxwell House.

3.0 Now, if I were to ask you "Do you understand the name washing machine to be a common name or a brand name?" what would you say?
RECORD RESPONSE WITH AN 'X.'

- ____ 1. common name CONTINUE.
- ____ 2. brand name TERMINATE. THANK RESPONDENT.
- ____ 3. other TERMINATE. THANK RESPONDENT.

Now, I am going to read you some names and ask you to tell me whether you understand each name to be a common name, that is, the name that tells what type of product it is, or a brand name, that is, the name that tells what brand it is.

For any of the names, if you don't have an opinion or don't know, that is an acceptable answer.

4.0 Now, for each of the following ten names, would you please tell me whether you understand the name to be a common name or a brand name? Let's start with...
RANDOMIZED LIST/START.
READ LIST.
RECORD RESPONSE FOR EACH WITH AN 'X.'

	Common Name	Brand Name	Don't Know	Both
- STP	____ 1.	____ 2.	____ 3.	____ 4.
- Windsurfer.	____ 1.	____ 2.	____ 3.	____ 4.
- Margarine	____ 1.	____ 2.	____ 3.	____ 4.
- Teflon.	____ 1.	____ 2.	____ 3.	____ 4.
- Jello	____ 1.	____ 2.	____ 3.	____ 4.
- Refrigerator.	____ 1.	____ 2.	____ 3.	____ 4.
- Aspirin	____ 1.	____ 2.	____ 3.	____ 4.
- Coke.	____ 1.	____ 2.	____ 3.	____ 4.
- American Airlines	____ 1.	____ 2.	____ 3.	____ 4.
- Gas Station	____ 1.	____ 2.	____ 3.	____ 4.

CONTINUE.

- 5.0 Now, with respect to golf, for each of the following names, would you please tell me whether you understand the name to be a common name or a brand name? Let's start with...

RANDOMIZED LIST/START.

READ LIST.

RECORD RESPONSE FOR EACH WITH AN 'X.'

	<u>Common</u> <u>Name</u>	<u>Brand</u> <u>Name</u>	<u>Don't</u> <u>Know</u>	<u>Both</u>
- Steelhead	1. _____	2. _____	3. _____	4. _____
- Footjoy	1. _____	2. _____	3. _____	4. _____
- Graphite. . . .	1. _____	2. _____	3. _____	4. _____

CONTINUE.

- 6.0 For classification purposes only, into which of the following categories does your age fall?
RECORD RESPONSE WITH AN 'X.'

____ 1. under 18
 ____ 2. 18 to 29
 ____ 3. 30 to 39
 ____ 4. 40 to 49
 ____ 5. 50 or above
 ____ 6. refused DO NOT READ.

6.1 RECORD GENDER: ____ 1. male ____ 2. female

VERIFICATION:

Finally, my Supervisor may contact you to verify a portion of my work. If you are contacted, it will only be to confirm that I conducted this interview and for no other reason.

RESPONDENT'S NAME (verify): _____

TELEPHONE NUMBER (verify): __ (____) _____

Interviewer Certification:

I hereby certify that the information contained on this Screener/Questionnaire is a true and accurate record of this respondent's comments as they were given to me.

Interviewer's signature

Date

Supervisor Validation (Telephone Monitoring Validation)

I hereby certify that I personally monitored, by telephone, the question and response to question 1.0.

Supervisor's signature

Supervisor Validation (Telephone Callback Validation)

I hereby certify that I validated this interview by recontacting the named respondent and by confirming the respondent's participation in the survey and the respondent's answer to question 1.0.

Supervisor's signature

3

TABLE 1A

4.0 Now, for each of the following ten names, would you please tell me whether you understand the name to be a common name or a brand name? Let's start with...

	<u>Response Distribution - Number</u>				
	<u>Common Name</u>	<u>Brand Name</u>	<u>Both</u>	<u>Don't Know</u>	<u>Total</u>
STP.	9	302	--	15	326
Windsurfer	211	65	4	46	326
Margarine.	317	7	--	2	326
Teflon	170	145	4	7	326
Jello.	87	231	6	2	326
Refrigerator	322	3	--	1	326
Aspirin.	292	29	5	--	326
Coke	29	292	4	1	326
American Airlines.	7	318	--	1	326
Gas Station.	322	--	--	4	326

TABLE 1B

4.0 Now, for each of the following ten names, would you please tell me whether you understand the name to be a common name or a brand name? Let's start with...

<u>Response Distribution - Percent</u>					
	<u>Common Name</u>	<u>Brand Name</u>	<u>Both</u>	<u>Don't Know</u>	<u>Total</u>
STP.	2.76	92.64	--	4.60	100.00
Windsurfer	64.72	19.94	1.23	14.11	100.00
Margarine.	97.24	2.15	--	0.61	100.00
Teflon	52.15	44.48	1.23	2.15	100.00
Jello.	26.69	70.86	1.84	0.61	100.00
Refrigerator	98.77	0.92	--	0.31	100.00
Aspirin.	89.57	8.90	1.53	--	100.00
Coke	8.90	89.57	1.23	0.31	100.00
American Airlines.	2.15	97.55	--	0.31	100.00
Gas Station.	98.77	--	--	1.23	100.00

Note: Total percentages on this page, and all subsequent pages, may not be exactly 100.00, due to rounding.

TABLE 2A

5.0 Now, with respect to golf, for each of the following names, would you please tell me whether you understand the name to be a common name or a brand name? Let's start with...

<u>Response Distribution - Number</u>					
	<u>Common Name</u>	<u>Brand Name</u>	<u>Both</u>	<u>Don't Know</u>	<u>Total</u>
Steelhead.	141	157	2	26	326
Footjoy.	5	316	--	5	326
Graphite	315	10	--	1	326

TABLE 2B

5.0 Now, with respect to golf, for each of the following names, would you please tell me whether you understand the name to be a common name or a brand name? Let's start with...

	<u>Response Distribution - Percent</u>				
	<u>Common</u> <u>Name</u>	<u>Brand</u> <u>Name</u>	<u>Both</u>	<u>Don't</u> <u>Know</u>	<u>Total</u>
Steelhead.	43.25	48.16	0.61	7.98	100.00
Footjoy.	1.53	96.93	--	1.53	100.00
Graphite	96.63	3.07	--	0.31	100.00

TABLE 3

AGE DISTRIBUTION OF RESPONDENTS

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u>
1. Under 18	5	1.53
2. 18 to 29	18	5.52
3. 30 to 39	50	15.34
4. 40 to 49	79	24.23
5. 50 or above	174	53.37
	—	—
Total	326	100.00

TABLE 4

GENDER DISTRIBUTION OF RESPONDENTS

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u>
1. Male	307	94.17
2. Female	19	5.83
Total	326	100.00

TABLE 5

SECURITY QUESTION

- 2.0 Do you, or does anyone else in your home, work for or are in any way involved with...
- an advertising agency or marketing research firm?
 - a retail store or company that makes, sells, or distributes any golf related products?
 - a company or organization whose business is related to golf; for example, golf course management, a golf magazine, etc.?

<u>Response Categories</u>	<u>Advertising Agency/ Marketing Research Firm Response Distribution</u>	
	<u>Number</u>	<u>Percent</u>
1. Yes	--	--
2. No	326	100.00
Total	<u>326</u>	<u>100.00</u>

<u>Response Categories</u>	<u>Retail Store/Company Makes/Sells/Distributes Golf Related Products Response Distribution</u>	
	<u>Number</u>	<u>Percent</u>
1. Yes	--	--
2. No	326	100.00
Total	<u>326</u>	<u>100.00</u>

<u>Response Categories</u>	<u>Company/Organization Related to Golf Response Distribution</u>	
	<u>Number</u>	<u>Percent</u>
1. Yes	--	--
2. No	326	100.00
Total	<u>326</u>	<u>100.00</u>

TABLE 6

SECURITY QUESTION

2.1 During the past three months, has anyone interviewed you on the subject of golf or golf products?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u>
1. Yes	--	--
2. No	326	100.00
	—	—
Total	326	100.00

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APPENDICES

APPENDIX A
SUPERVISOR INSTRUCTIONS

Ford Bubala & Associates
16400 Pacific Coast Hwy., #211
Huntington Beach, California 92649
Telephone: 562/592-4581
Facsimile: 562/592-3867

FBI
)

SUPERVISOR INSTRUCTIONS

LIST OF MATERIALS

- Screeners/Questionnaires
- Sample Diskette
- Interviewer Instructions
- Supervisor Validation Sheets (Telephone Callback Validation)
- Supervisor Validation Sheets (Telephone Monitoring Validation)
- Interviewer Certification Sheets

If any materials are missing, or any instructions are unclear, please notify Dr. Gerald Ford immediately.

STUDY OVERVIEW

This is a study among individuals who meet the survey screening criteria.

The protocol for this research study is a telephone interview.

QUOTA

The total quota for this research study is 400 completed interviews.

SAMPLE

The sample for this study is comprised of individuals who are interested in golf.

INTERVIEWING DATES/TIMES

Interviewing is to begin as scheduled and continue until the quota is complete.

Initial attempts to contact/screen prospective respondents are to be conducted during afternoon and evening hours on weekdays and during daytime hours on weekends, in the time zones of prospective respondents. Callbacks are to be attempted at any time during the day/evening when it is suggested that the prospective respondent will be available.

SAMPLE SELECTION/REPLICATE USE

The Sample has been sorted into replicate groups. Generally, Interviewers are to make an initial call and three callbacks, when necessary, to each identified telephone number in the first replicate group before proceeding to the next replicate group.

INTERVIEWER STAFFING

No one interviewer should complete more than 10% (i.e., 40) of the total interviews in this study.

SCREENER/QUESTIONNAIRE AND BRIEFING

Specific details involving the execution of the Screener/Questionnaire are outlined in the Interviewer Instructions and on the Screener/Questionnaire. Please read and review the Interviewer Instructions and the Screener/Questionnaire prior to the distribution of materials and the briefing of the Interviewers.

Although the Screener/Questionnaire employed in this study is short, it is important that the Screener/Questionnaire is handled properly and that the questions are read verbatim. It is also important to stress that the responses be recorded accurately and in a manner in which they can be read.

All Interviewers participating in this study are to be briefed. During the briefing, go over the question-by-question instructions with the Interviewers. Stress the need for reading the questions exactly as they are printed on the Screener/Questionnaire, and recording clearly and accurately the responses of the interviewees.

During the briefing, please hold a practice interview. The practice interview gives the Interviewers practice in the mechanics of the Screener/Questionnaire. Please do additional practice, as necessary, until you are confident the Interviewers know how to properly conduct the interviews and thoroughly understand the mechanics of the study.

VALIDATION

Please validate 25% of each Interviewer's completed interviews by either telephone monitoring validation or telephone callback validation. Validation includes either monitoring or confirming the response to question 1.0. Identify validated interviews by entering the Respondent ID, Supervisor Signature, and Date, where appropriate, on the Supervisor Validation Sheet (Telephone Monitoring Validation) or on the Supervisor Validation Sheet (Telephone Callback Validation).

SHIPMENT OF COMPLETED INTERVIEWS

Daily Shipments

You are to ship daily all completed Screeners/Questionnaires for each Interviewer. (NOTE: All Screeners/Questionnaires must be edited prior to shipment.)

In your first daily shipment, include the signature page for all signed Supervisor and Interviewer Instructions. In subsequent daily shipments, include the signature page for any additional signed Supervisor and Interviewer Instructions, for Supervisors or Interviewers who began work on this project after the initial survey briefing.

Final Shipment of Materials

At the conclusion of this study, you are to return all survey materials.

Consistent with the Marketing Research Association Guidelines, you may not keep any copies or photocopies of any materials related to this study. All materials related to this study must be returned.

Shipping costs for the return of any materials not shipped in the final UPS shipment, and/or charges for any materials that need to be returned to you for signature, etc., will be at your expense.

SHIPPING INFORMATION

Please use UPS for your daily deliveries to us. If you DO NOT HAVE UPS Pickup service:

- Call (800) 742-5877 for pick-up that same day.
- Use the enclosed UPS Next Day Air Saver forms.
- Use our UPS Account Number #75W369.
- Use the enclosed UPS Next Day Air Letter envelopes for your daily shipments.
- Federal Express #1108-3076-9 (Standard)
(use only if UPS On Call not available in your area)

When filling out the Air Bill, please put our study number, #0676, in the space marked "Reference Number."

Ship materials to:

Dr. Gerald Ford
Ford Bubala & Associates
16400 Pacific Coast Highway, Suite 211
Huntington Beach, California 92649

SUPERVISOR INSTRUCTIONS
SIGNATURE PAGE

Study #0676

Note: After reading and reviewing these instructions and procedures, along with the Interviewer Instructions, and the Screener/Questionnaire, please print your name and then sign this set of instructions.

Name (Please Print)

Signature

APPENDIX B
INTERVIEWER INSTRUCTIONS

Ford Bubala & Assoc as
16400 Pacific Coast Hwy., #211
Huntington Beach, California 92649
Telephone: 562/592-4581
Facsimile: 562/592-3867

FB:
9/9>

INTERVIEWER INSTRUCTIONS

STUDY OVERVIEW

This is a study among individuals who meet the survey screening criteria.

The protocol for this research study is a telephone interview.

QUOTA

The total quota for this research study is 400 completed interviews.

SAMPLE

The sample for this study is comprised of individuals who are interested in golf.

SAMPLE SELECTION/REPLICATE USE

The Sample has been sorted into replicate groups. Generally, Interviewers are to make an initial call and three callbacks, when necessary, to each identified telephone number in the first replicate group before proceeding to the next replicate group.

INTERVIEWER STAFFING

No one interviewer should complete more than 10% (i.e., 40) of the total interviews in this study.

SCREENER/QUESTIONNAIRE PROCEDURES

All instructions for execution of the Screener/Questionnaire are on the Screener/Questionnaire. The instructions for execution of the Screener/Questionnaire are in all **BOLD CAPITAL LETTERS**.

In addition, please note the following:

- The Screener/Questionnaire utilized in this study is short; however, it is important that the questions are read verbatim, that procedures are followed, and that the responses are accurately recorded.
- Administer each Screener/Questionnaire in a completely uniform manner, reading each question exactly as it is written and allowing the respondent as much time as he/she needs to answer before proceeding to the next question. Do not change the wording of any question, and ask only the questions included on the Screener/Questionnaire. If a respondent indicates he/she does not understand a question or asks you to explain a question, simply repeat it exactly as worded on the Screener/Questionnaire. If necessary, repeat a question twice. If the respondent still does not understand or asks that the question be explained, note (TM) at the question and terminate the interview.

- Do not allow a respondent to consult another person before responding to a question. If this situation occurs, the interview is to be terminated. Note (TM) at the question and terminate the interview.
- Additionally, if a respondent refuses to continue or terminates during the execution of the Questionnaire, note (TM) at the question and terminate the interview.
- On screening questions and category response questions, record the response with an 'X' on the appropriate line.
- At the completion of each interview, please certify the information on the Screener/Questionnaire by entering Respondent ID, Interviewer Signature, and Date, where appropriate, on the Interviewer Certification Sheet.
- A minimum of 25% of your interviews are to be validated by a Supervisor, either by telephone monitoring validation or by telephone callback validation.
- In addition to your Supervisor, our firm will also conduct additional telephone validations of your completed interviews. Therefore, you are to attempt to obtain each respondent's name.

SCREENER/QUESTIONNAIRE PROCEDURES

- Initial attempts to contact/screen prospective respondents are to be conducted during afternoon and evening hours on weekdays and during daytime hours on weekends, in the time zones of prospective respondents.
- Callbacks are to be attempted at any time during the day/evening when it is suggested that the prospective respondent will be available.
- In addition to the initial call, three additional callbacks should be attempted, if necessary, to complete a prospective respondent interview.

Incomplete Contacts

Terminated Contacts - No Callback

After dialing a telephone number, the attempt to prescreen/interview will be terminated and no callback attempted:

- (a) if it is determined that the number has been disconnected or is non-working (DS) (Note: do not call a number provided by a telephone company recording); or
- (b) if a prospective respondent refuses to participate/continue (RF); or
- (c) if the prospective respondent with whom you need to speak will not be available during the time frame of the study (NT); or
- (d) if there is a hearing or language problem (DL); or
- (e) if no qualified respondent is at that location (NQ); or
- (f) if the telephone number is for a business or government agency (BG).

Incomplete Contacts - Callback

For attempts to screen which result in a 'no answer,' a 'busy signal,' an 'answering machine/voice mail,' or for other procedurally incomplete contact reasons, proceed as follows:

(a) No Answer (NA) (after four rings)

Where callbacks are necessary, they are to be attempted during a different time frame and/or on a subsequent day.

(b) Answering Machine/Voice Mail/Computer Tone (AM/VM/CT)

Connection with an answering machine, voice mail, or computer tone should be treated the same as a 'no answer' (see above).

(c) Busy Signal (BZ)

Write a 'BZ,' and put a hash mark next to the 'BZ' for every subsequent attempt in which the line was again busy. Do not count the subsequent calls, which result in a 'BZ,' as the second or third attempts.

(d) Scheduled Callback (CB)

A callback occurs when a prospective respondent is not available at the time of your call, and/or another person suggests a likely time to reach the prospective respondent.

INTERVIEWER INSTRUCTIONS
SIGNATURE PAGE

Study #0676

Note: After reading and reviewing these instructions and procedures, please print your name and then sign this set of instructions and return it to your Supervisor.

Name (Please Print)

Signature

APPENDIX C
COMPUTERIZED QUESTIONNAIRE LAYOUT

*** RESPONDENT # COLS 1 - 6 ***

< Interview Date >

-- COLS. 7 - 12 --

< Phone Number >

-- COLS. 13 - 22 --

*** QUESTION # 1 ***

* CCI JOB # :6460
* CLIENT :FBA
* CLIENT JOB # :
* PROJECT DIRECTOR :Heather Fowler
* PROGRAMMER :Matthew Jones
* PROGRAMMING BEGUN :September 21, 1999

* DUMMY FOR CLEAR

GO TO Q. # 2 =====> < 1 > CLEAR
GO TO Q. # 2 =====> < 2 > #OPAQUE

*** QUESTION # 2 ***

* DUMMY FOR SAMPLE FILE NAME

GO TO Q. # 3 =====> < 1 > [D]##
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 3 ***

* DUMMY FOR SPACE

GO TO Q. # 4 =====> < 1 > BLANK
GO TO Q. # 4 =====> < 2 > BLANK

*** QUESTION # 4 ***

* DUMMY FOR SPACE

GO TO Q. # 5 =====> < 1 > BLANK
GO TO Q. # 5 =====> < 2 > BLANK

*** QUESTION # 5 ***

* DUMMY FOR SPACE

GO TO Q. # 6 =====> < 1 > BLANK
GO TO Q. # 6 =====> < 2 > BLANK

*** QUESTION # 6 ***

* DUMMY FOR SPACE

GO TO Q. # 7 =====> < 1 > BLANK
GO TO Q. # 7 =====> < 2 > BLANK

*** QUESTION # 7 ***

* DUMMY FOR SPACE

GO TO Q. # 8 =====> < 1 > MALE AND FEMALE QUOTAS OPEN

GO TO Q. # 8 =====> < 2 > MALE QUOTAS ONLY OPEN
GO TO Q. # 8 =====> < 3 > FEMALE QUOTAS ONLY OPEN
GO TO Q. # 44 =====> < 4 > QUOTAS CLOSED

*** QUESTION # 8 ***

[Q7]##

Hello. May I please speak to [??]##?

. Hello. My name is [I]##

. with CCI, an independent research company. We are conducting a very
. brief survey today among golfers and would like to include your
. opinions. This is not a sales or telemarketing call.

GO TO Q. # 38 =====> < 1 > RESPONDENT ON PHONE -- CONTINUE
DISP CODE # 1 =====> < 2 > No Answer
DISP CODE # 11 =====> < 3 > Answering Machine
DISP CODE # 2 =====> < 4 > Phone Busy
DISP CODE # 3 =====> < 5 > Disconnected Phone
DISP CODE # 4 =====> < 6 > Business/Government Phone
DISP CODE # 5 =====> < 7 > Respondent Not Available
DISP CODE # 6 =====> < 8 > Initial Refusal
DISP CODE # 7 =====> < 9 > Computer Tone
DISP CODE # 8 =====> < 10 > Language Problems
DISP CODE # 12 =====> < 11 > Blocked Call

*** QUESTION # 9 ***

. 1. Within the past twelve months, have you played one or more
. rounds of golf?

GO TO Q. # 11 =====> < 1 > Yes
GO TO Q. # 10 =====> < 2 > No
GO TO Q. # 10 =====> < 3 > (Don't recall)
-- COL. 23 --

*** QUESTION # 10 ***

. Those are all the questions I have. Thank you for your time.

. {112}(PRESS 'ENTER' TWICE TO RECORD A TQ-1){15}

DISP CODE # 17 =====> < 1 > TEXT SCREEN
-- TEXT SCREEN --

*** QUESTION # 11 ***

. 2A. Do you, or does anyone else in your home, work for or are in
. any way involved with an advertising agency or marketing research
. firm?

GO TO Q. # 12 =====> < 1 > Yes
GO TO Q. # 13 =====> < 2 > No
GO TO Q. # 13 =====> < 3 > (Don't Know)
-- COL. 24 --

*** QUESTION # 12 ***

. Those are all the questions I have. Thank you for your time.

. {112}(PRESS 'ENTER' TWICE TO RECORD A TQ-2a){15}
DISP CODE # 18 =====> < 1 > TEXT SCREEN
-- TEXT SCREEN --

*** QUESTION # 13 ***

. 2B. (Do you, or does anyone else in your home, work for or are in
. any way involved with) a retail store or company that makes, sells,
. or distributes any golf related products?
GO TO Q. # 14 =====> < 1 > Yes
GO TO Q. # 15 =====> < 2 > No
GO TO Q. # 15 =====> < 3 > (Don't Know)
-- COL. 25 --

*** QUESTION # 14 ***

. Those are all the questions I have. Thank you for your time.

. {112}(PRESS 'ENTER' TWICE TO RECORD A TQ-2b){15}
DISP CODE # 19 =====> < 1 > TEXT SCREEN
-- TEXT SCREEN --

*** QUESTION # 15 ***

. 2C. (Do you, or does anyone else in your home, work for or are in
. any way involved with) a company or organization whose business is
. related to golf; for example, golf course management, a golf
. magazine, etc?
GO TO Q. # 16 =====> < 1 > Yes
GO TO Q. # 17 =====> < 2 > No
GO TO Q. # 17 =====> < 3 > (Don't Know)
-- COL. 26 --

*** QUESTION # 16 ***

. Those are all the questions I have. Thank you for your time.

. {112}(PRESS 'ENTER' TWICE TO RECORD A TQ-2c){15}
DISP CODE # 20 =====> < 1 > TEXT SCREEN
-- TEXT SCREEN --

*** QUESTION # 17 ***

. 2.1 During the past three months, has anyone interviewed you on the
. subject of golf or golf products?
GO TO Q. # 18 =====> < 1 > Yes
GO TO Q. # 19 =====> < 2 > No
-- COL. 27 --

*** QUESTION # 18 ***

. Those are all the questions I have. Thank you for your time.

. {112}(PRESS 'ENTER' TWICE TO RECORD A TQ-2.1){15}
DISP CODE # 21 ====> < 1 > TEXT SCREEN
-- TEXT SCREEN --

*** QUESTION # 19 ***

. The research we are conducting today is on common names and brand names.

. Most products or services have BOTH COMMON NAMES and BRAND NAMES.
. COMMON NAMES tell what type of product it is; for example, beer, automobile, or instant coffee. BRAND NAMES tell what brand it is; for example, Budweiser, Chevrolet, or Maxwell House.

. {112}(PRESS 'ENTER' TWICE TO CONTINUE){15}
GO TO Q. # 20 ====> < 1 > TEXT SCREEN
-- TEXT SCREEN --

*** QUESTION # 20 ***

. 3. Now, if I were to ask you "Do you understand the name washing machine to be a common name or a brand name?," what would you say?
GO TO Q. # 22 ====> < 1 > common name
GO TO Q. # 21 ====> < 2 > brand name
GO TO Q. # 21 ====> < 3 > other
-- COL. 28 --

*** QUESTION # 21 ***

. Those are all the questions I have. Thank you for your time.

. {112}(PRESS 'ENTER' TWICE TO RECORD A TQ-3){15}
DISP CODE # 22 ====> < 1 > TEXT SCREEN
-- TEXT SCREEN --

*** QUESTION # 22 ***

. Now, I am going to read you some names and ask you to tell me whether you understand each name to be a COMMON NAME, that is, the name that tells what type of product it is, or a BRAND NAME, that is, the name that tells what brand it is.

. For any of the names, if you don't have an opinion or don't know, that is an acceptable answer.

. 4.0 Now, for each of the following ten names, would you please tell me whether you understand the name to be a COMMON NAME or a BRAND NAME? Let's start with...

. {112}(PRESS 'ENTER' TWICE TO CONTINUE){15}
GO TO Q. # 23 ====> < 1 > TEXT SCREEN
C-4

-- TEXT SCREEN --

*** QUESTION # 23 ***

. (please tell me whether you understand the name to be a common name
. or a brand name)

4a. STP

GO TO Q. # 24 =====> < 1 > Common Name
GO TO Q. # 24 =====> < 2 > Brand Name
GO TO Q. # 24 =====> < 3 > (Don't Know)
GO TO Q. # 24 =====> < 4 > (Both)

-- SPECIAL FEATURE * SHUFFLING QUESTIONS (3) --

BEGINNING WITH QUESTION 23 AND

ENDING WITH QUESTION 32 --

-- COL. 29 --

*** QUESTION # 24 ***

. (please tell me whether you understand the name to be a common name
. or a brand name)

4b. Windsurfer

GO TO Q. # 25 =====> < 1 > Common Name
GO TO Q. # 25 =====> < 2 > Brand Name
GO TO Q. # 25 =====> < 3 > (Don't Know)
GO TO Q. # 25 =====> < 4 > (Both)

-- COL. 30 --

*** QUESTION # 25 ***

. (please tell me whether you understand the name to be a common name
. or a brand name)

4c. Margarine

GO TO Q. # 26 =====> < 1 > Common Name
GO TO Q. # 26 =====> < 2 > Brand Name
GO TO Q. # 26 =====> < 3 > (Don't Know)
GO TO Q. # 26 =====> < 4 > (Both)

-- COL. 31 --

*** QUESTION # 26 ***

. (please tell me whether you understand the name to be a common name
. or a brand name)

4d. Teflon

GO TO Q. # 27 =====> < 1 > Common Name
GO TO Q. # 27 =====> < 2 > Brand Name
GO TO Q. # 27 =====> < 3 > (Don't Know)
GO TO Q. # 27 =====> < 4 > (Both)

-- COL. 32 --

*** QUESTION # 27 ***

.
.(please tell me whether you understand the name to be a common name
or a brand name)

.
4e. Jello

GO TO Q. # 28 =====> < 1 > Common Name
GO TO Q. # 28 =====> < 2 > Brand Name
GO TO Q. # 28 =====> < 3 > (Don't Know)
GO TO Q. # 28 =====> < 4 > (Both)

-- COL. 33 --

*** QUESTION # 28 ***

.
.(please tell me whether you understand the name to be a common name
or a brand name)

.
4f. Refrigerator

GO TO Q. # 29 =====> < 1 > Common Name
GO TO Q. # 29 =====> < 2 > Brand Name
GO TO Q. # 29 =====> < 3 > (Don't Know)
GO TO Q. # 29 =====> < 4 > (Both)

-- COL. 34 --

*** QUESTION # 29 ***

.
.(please tell me whether you understand the name to be a common name
or a brand name)

.
4g. Aspirin

GO TO Q. # 30 =====> < 1 > Common Name
GO TO Q. # 30 =====> < 2 > Brand Name
GO TO Q. # 30 =====> < 3 > (Don't Know)
GO TO Q. # 30 =====> < 4 > (Both)

-- COL. 35 --

*** QUESTION # 30 ***

.
.(please tell me whether you understand the name to be a common name
or a brand name)

.
4h. Coke

GO TO Q. # 31 =====> < 1 > Common Name
GO TO Q. # 31 =====> < 2 > Brand Name
GO TO Q. # 31 =====> < 3 > (Don't Know)
GO TO Q. # 31 =====> < 4 > (Both)

-- COL. 36 --

*** QUESTION # 31 ***

. (please tell me whether you understand the name to be a common name
. or a brand name)

4i. American Airlines

GO TO Q. # 32 ====> < 1 > Common Name
GO TO Q. # 32 ====> < 2 > Brand Name
GO TO Q. # 32 ====> < 3 > (Don't Know)
GO TO Q. # 32 ====> < 4 > (Both)
-- COL. 37 --

*** QUESTION # 32 ***

. (please tell me whether you understand the name to be a common name
. or a brand name)

4j. Gas Station

GO TO Q. # 33 ====> < 1 > Common Name
GO TO Q. # 33 ====> < 2 > Brand Name
GO TO Q. # 33 ====> < 3 > (Don't Know)
GO TO Q. # 33 ====> < 4 > (Both)
-- COL. 38 --

*** QUESTION # 33 ***

5. Now, WITH RESPECT TO GOLF, for each of the following names, would
. you please tell me whether you understand the name to be a common
. name or a brand name? Let's start with...

. {112} (PRESS 'ENTER' TWICE TO CONTINUE) {15}
GO TO Q. # 34 ====> < 1 > TEXT SCREEN
-- TEXT SCREEN --

*** QUESTION # 34 ***

. (please tell me whether you understand the name to be a common name
. or a brand name)

5a. Steelhead

GO TO Q. # 35 ====> < 1 > Common Name
GO TO Q. # 35 ====> < 2 > Brand Name
GO TO Q. # 35 ====> < 3 > (Don't Know)
GO TO Q. # 35 ====> < 4 > (Both)
-- SPECIAL FEATURE * SHUFFLING QUESTIONS (3) --
BEGINNING WITH QUESTION 34 AND
ENDING WITH QUESTION 36 --
-- COL. 39 --

*** QUESTION # 35 ***

. (please tell me whether you understand the name to be a common name
. or a brand name)

5b. Footjoy

GO TO Q. # 36 =====> < 1 > Common Name
GO TO Q. # 36 =====> < 2 > Brand Name
GO TO Q. # 36 =====> < 3 > (Don't Know)
GO TO Q. # 36 =====> < 4 > (Both)
-- COL. 40 --

*** QUESTION # 36 ***

. (please tell me whether you understand the name to be a common name
. or a brand name)

5c. Graphite.

GO TO Q. # 37 =====> < 1 > Common Name
GO TO Q. # 37 =====> < 2 > Brand Name
GO TO Q. # 37 =====> < 3 > (Don't Know)
GO TO Q. # 37 =====> < 4 > (Both)
-- COL. 41 --

*** QUESTION # 37 ***

6. For classification purposes only, into which of the following
. categories does your age fall?

GO TO Q. # 39 =====> < 1 > under 18
GO TO Q. # 39 =====> < 2 > 18 to 29
GO TO Q. # 39 =====> < 3 > 30 to 39
GO TO Q. # 39 =====> < 4 > 40 to 49
GO TO Q. # 39 =====> < 5 > 50 or above
GO TO Q. # 39 =====> < 6 > (refused)
-- COL. 42 --

*** QUESTION # 38 ***

. 6.1 RECORD GENDER:

GO TO Q. # 9 =====> < 1 > Male
GO TO Q. # 9 =====> < 2 > Female
-- COL. 43 --

*** QUESTION # 39 ***

. Finally, my Supervisor may contact you to verify a portion of my work.
. If you are contacted, it will only be to confirm that I conducted
. this interview and for no other reason.

. May I verify that Your name is
. [pullin]##

GO TO Q. # 41 =====> < 1 > Yes
GO TO Q. # 40 =====> < 2 > No

*** QUESTION # 40 ***

```
.
. Could I please get your name?
  GO TO Q. # 41 =====> < 1 > Open End
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 41 ***

.
. And to just verify is your Phone number
. [Pullin]##
  GO TO Q. # 43 =====> < 1 > Yes
  GO TO Q. # 42 =====> < 2 > No

*** QUESTION # 42 ***

.
. Could I please get your phone number?
  GO TO Q. # 43 =====> < 1 > Open end
-- MULTI-PUNCH --
-- ANSWER REQUIRED --

*** QUESTION # 43 ***

.
. Those are all the questions I have. Thank you for your time.
.
. {112}(PRESS 'ENTER' TWICE TO RECORD A COMPLETED INTERVIEW){15}
  GO TO Q. # 45 =====> < 1 > TEXT SCREEN
  -- TEXT SCREEN --

*** QUESTION # 44 ***

.
. Those are all the questions I have. Thank you for your time.
.
. {15B}OVER QUOTA!{15}
.
. {112}(PRESS 'ENTER' TWICE TO RECORD AN OVER QUOTA INTERVIEW){15}
  DISP CODE # 16 =====> < 1 > TEXT SCREEN
  -- TEXT SCREEN --

*** QUESTION # 45 ***
* DUMMY TO BEGIN SAMPLE PULLINS
  GO TO Q. # 46 =====> < 1 > BLANK
  GO TO Q. # 46 =====> < 2 > #BLANK
```

APPENDIX D

SAMPLE DISPOSITION TABLE

SAMPLE DISPOSITION TABLE

	<u>Number</u>
Sample in Progress:	
No Answer/busy/callback	1,465
Answering Machine	916
Terminated Sample:	
Initial refusal	162
Not available in time frame	892
Disconnected number	253
Business/Government	32
Language difficulty	9
Terminate Q1.0 - Q2.1	98
Terminated during interview	15
Completed interviews	326
Total	4,168

APPENDIX E
TECHNICAL NOTE

TECHNICAL NOTE

Calculation of the interval range, at a 95% confidence level, if the research were based upon a census of the population is as follows:

$$\frac{x}{1.96} = \sqrt{\frac{pq}{n-1}}$$

x = the calculated (+/-) interval range

1.96 = the 95% confidence level for estimating the interval within which to expect the population proportion

pq = the measure of sample dispersion

n = total sample size

The calculated response interval range for respondents for whom the principal significance of Steelhead as a brand name is 48.16% +/-5.43 (i.e., if a census were taken, one would be 95% confident that the principal significance of Steelhead would be a brand name by between 42.73% and 53.59% of the population surveyed).

Steelhead Club Sales - USA

UNITED STATES

Year of Invoice Date	Month of Invoice Date	Head Model	Sum Qty Shipped	Sum Extended Net
1998	8	BIG BERTHA STEEL HEAD	66870	\$10,463,470
	9	BIG BERTHA STEEL HEAD	67300	\$10,526,344
	10	BIG BERTHA STEEL HEAD	74128	\$11,400,875
	11	BIG BERTHA STEEL HEAD	76651	\$11,887,423
	12	BIG BERTHA STEEL HEAD	61427	\$9,269,392
1998			total:	\$53,547,505

Year of Invoice Date	Month of Invoice Date	Head Model	Sum Qty Shipped	Sum Extended Net
1999	1	BIG BERTHA STEEL HEAD	46447	\$6,684,909
	2	BIG BERTHA STEEL HEAD	42075	\$6,073,824
	3	BIG BERTHA STEEL HEAD	67634	\$9,559,479
	4	BIG BERTHA STEEL HEAD	69007	\$9,829,448
	5	BIG BERTHA STEEL HEAD	56865	\$8,113,272
	6	BIG BERTHA STEEL HEAD	59273	\$8,523,065
	7	BIG BERTHA STEEL HEAD	52028	\$7,267,322
	8	BIG BERTHA STEEL HEAD	53908	\$7,361,554
	9	BIG BERTHA STEEL HEAD	50564	\$6,710,982
	10	BIG BERTHA STEEL HEAD	29437	\$3,819,118
	11	BIG BERTHA STEEL HEAD	30696	\$4,275,337
	12	BIG BERTHA STEEL HEAD	19688	\$2,713,796
1999			total:	\$80,932,106

		grand total:	923,998	\$134,479,611
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Exhibit

D

Summary Charges by Product

Issue/Airing/Invoice Dates 8/1/98 - 10/1/99

06 Aug 99

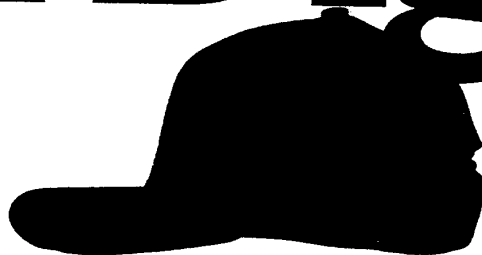
Product	Print Production	Print Insertion	Print Total	TV Production	TV Traffic	TV Total	Product Total	% of Total
Big Bertha Irons			\$0.00		\$16,310.00	\$16,310.00	\$16,310.00	0.18%
Biggest Big Bertha	\$580.00	\$188,103.01	\$188,683.01		\$311,909.38	\$311,909.38	\$500,592.40	5.39%
Bobby Jones Putter Series	\$155.00	\$2,188.75	\$2,343.75			\$0.00	\$2,343.75	0.03%
Carlsbad Putters	\$520.00	\$9,472.00	\$9,992.00			\$0.00	\$9,992.00	0.11%
GBX Irons	\$2,708.50	\$137,157.75	\$139,866.25		\$13,225.00	\$13,225.00	\$153,091.25	1.65%
Great Big Bertha Driver	\$413.50	\$1,927.71	\$2,341.21		\$59,595.00	\$59,595.00	\$61,936.21	0.67%
Great Big Bertha Fairway Woo	\$1,790.33	\$15,760.52	\$17,550.85			\$0.00	\$17,550.85	0.19%
Hawk Eye Driver	\$14,631.17	\$658,953.73	\$673,584.90		\$1,881,697.88	\$1,881,697.88	\$2,555,282.78	27.54%
Hawk Eye Fairway Woods	\$13,797.01	\$830,198.50	\$843,995.51		\$1,563,882.68	\$1,563,882.68	\$2,407,878.18	25.95%
Las Vegas Golf Center		\$28,025.51	\$28,025.51			\$0.00	\$28,025.51	0.30%
Little Bertha Irons	\$3,595.50	\$88,836.94	\$92,432.44			\$0.00	\$92,432.44	1.00%
Little Bertha Woods	\$3,595.50	\$88,836.94	\$92,432.44			\$0.00	\$92,432.44	1.00%
Odyssey Putters		\$52,050.60	\$52,050.60		\$236,096.50	\$236,096.50	\$288,147.10	3.11%
Steelhead Driver	\$12,402.26	\$801,056.56	\$813,458.82		\$605,189.28	\$605,189.28	\$1,418,648.10	15.29%
Steelhead Fairway Woods	\$7,049.33	\$566,336.37	\$573,385.70		\$564,406.40	\$564,406.40	\$1,137,792.10	12.26%
TriForce Putters	\$1,706.50	\$77,042.70	\$78,749.20			\$0.00	\$78,749.20	0.85%
War Bird Driver/Woods		\$833.33	\$833.33		\$64,597.40	\$64,597.40	\$65,430.73	0.71%

1,418,648.1 +
1,137,792.1 +
TOTAL 2,556,440.2 *

Golf Digest

How to play, what to play, where to play

DECEMBER 1981



FIX YOUR GAME FROM HEAD TO TOE

33 pages: How to play better with the new equipment



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Big Bertha

STEELHEAD

How did some of the makers of shallow-faced woods get the center of gravity so low in their golf clubs? Real simple. They just chopped the top off of the clubhead.

We found a better way without giving up a 30% larger, and much more forgiving hitting area. We took weight from the top of the club and moved it to the bottom.

You can't see the lowered center of gravity inside the new Big Bertha Steelhead

Driver and Fairway Woods, **but you will feel it.**

Callaway[®]
GOLF

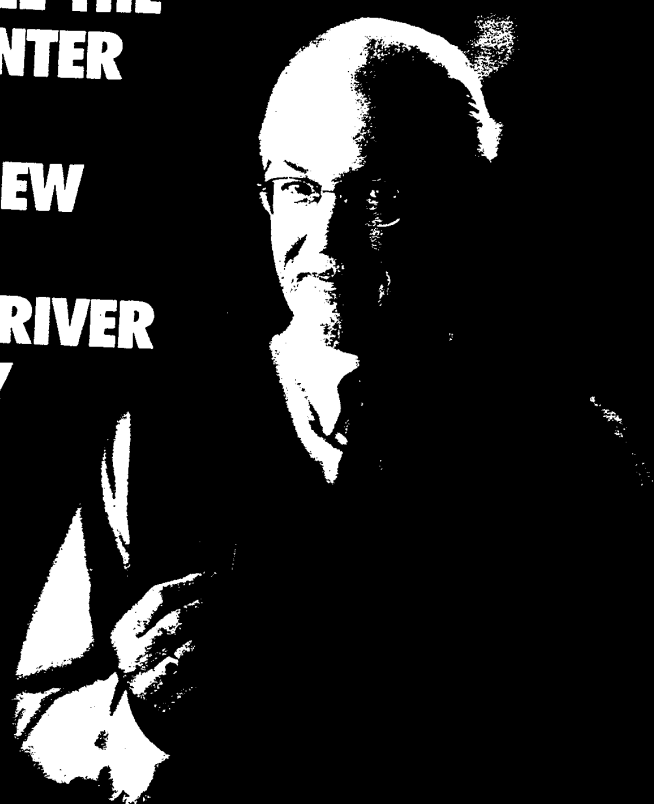
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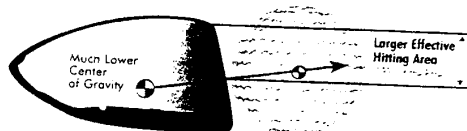
**YOU CAN'T SEE THE
LOWERED CENTER
OF GRAVITY
INSIDE THE NEW
BIG BERTHASM
STEELHEADSM DRIVER
AND FAIRWAY
WOODS...**

**BUT YOU
WILL FEEL IT.**



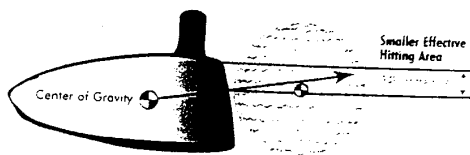
RICHARD C. HELMSTETTER,

Senior Executive Vice President and Chief of New Product Development



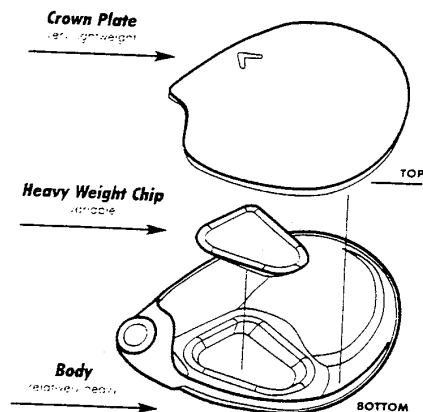
Big Bertha Steelhead 3-Wood

There is a more effective hitting area above the center of gravity.



Competitor's Shallow-Faced 3-Wood

Little effective hitting area above the center of gravity.



Introducing THE NEW BIG B DRIVER AND F



BERTHA[®] STEELHEAD[™] FAIRWAY WOODS.

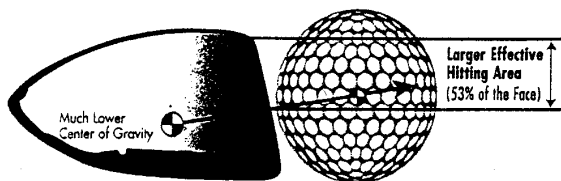
Q. Is this your attempt to come up with a shallow-faced metal wood?

A. No. We wanted to increase the average golfer's chances for a better shot from a great variety of lies. We don't think shallow-faced woods do that as well as our new Big Bertha Steelhead Metal Wood design.

Q. What is new and different about this Big Bertha Steelhead Metal Wood design?

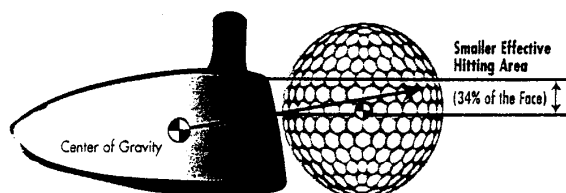
A. Each clubhead is a unique design made of three different parts: 1. An extremely lightweight, very thin crown plate. 2. A super-strong, solid face and lower body with varied thicknesses. 3. A precision-cast, stainless steel variable weight chip that is individually inserted into the body to create the exact weight and ensure the right inertial properties.

This unprecedented design concept gives us clubs that are superior to all other steel metal woods – the new Big Bertha Steelhead Drivers and Fairway Woods.



Big Bertha Steelhead 3-wood

There is more effective hitting area above the center of gravity.



Competitor's Shallow-Faced 3-wood

Less effective hitting area above the center of gravity.

Q. Why is a large hitting area useful to the average golfer?

A. Because most of us really do need the additional forgiveness provided by a larger hitting area. Besides that, we don't want to see golfers hitting pop-ups from the rough, something that often happens with shallow-faced metal woods, in our experience.

Q. What makes the Big Bertha Steelhead Metal Woods better than shallow-faced woods?

A. Three things: *First*, the design gives you the greatest amount of weight in the lower portion of the clubhead. *Second*, the center of gravity is the lowest on any metal wood design we have tested thus far. *Third*, these two features together, combined with the large effective hitting area above the center of gravity, create the most forgiving stainless steel metal wood ever. Most golfers will successfully get the ball airborne with less effort and will enjoy a better feel and an unusually pleasing sound.

Q. Why does the sole look different from the War Bird sole?

A. Our new Hawk Eye[®] sole is the result of what we learned in the five years since we designed the War Bird sole. You'll notice it is convex instead of concave, to push the turf down more effectively through impact. It also has a softer leading edge and more bounce to slide smoothly through every lie. We called it the "Hawk Eye" because it looks like a hawk's head in profile.

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for comfort
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the man,
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NOVEMBER 19

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By Jim McLean
Golf Digest
Teaching Professional

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JANUARY 19

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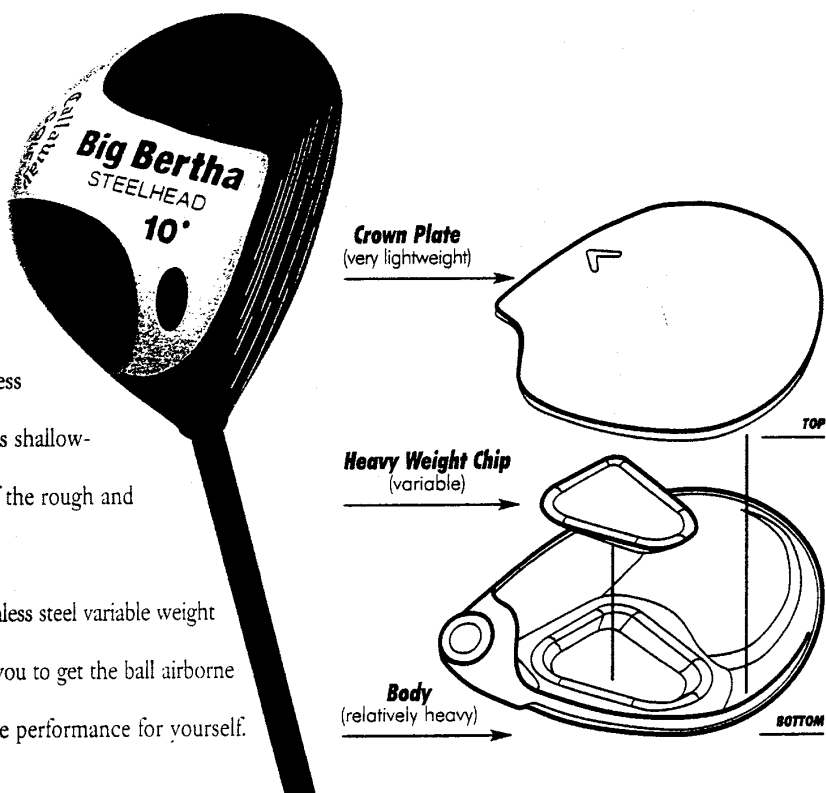


**NOTHING ABOUT
THE NEW
BIG BERTHA[®]
STEELHEAD[™]
DRIVER AND
FAIRWAY WOODS
IS SHALLOW.**



Performance runs deep inside the new Big Bertha Steelhead Metal Woods. From the large, effective hitting area to the lower center of gravity, the Big Bertha Steelhead design not only beats our own, best-selling original stainless steel Big Bertha War Bird® Woods. It also beats shallow-faced woods shot after shot—off the tee, out of the rough and off the fairway.

Inside each clubhead is Callaway Golf's stainless steel variable weight chip that lowers the center of gravity, allowing you to get the ball airborne with the greatest ease and forgiveness. Test the performance for yourself.



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GOLF SHOP OPERATIONS

A GOLF DIGEST PUBLICATION
SEPTEMBER 1998 / \$10.00

Apparel '99 Capturing The Kids' Market

Junior Directory

Spring Preview

Ridding Your Shop
Of Excess Inventory

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WHAT'S GOING ON INSIDE OUR HEAD?

BIG BERTHA
STEELHEAD

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BERTHA[®] STEELHEAD[™] AIRWAY WOODS.

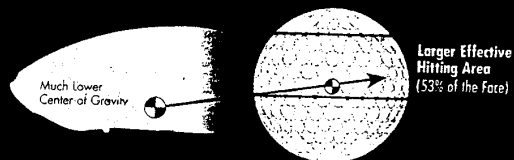
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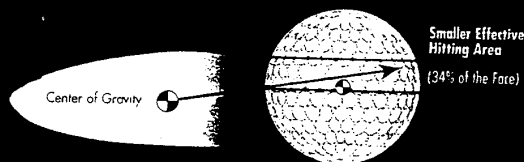
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Big Bertha
STEELHEAD
10

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Big Bertha
STEELHEAD
3

Callaway GOLF

Big Bertha
STEELHEAD
7

Crown Plate
(very lightweight)

Heavy Weight Chip
(variable)

Body
(relatively heavy)

2 Why did you

Crown Plate
(very lightweight)

Heavy Weight Chip
(variable)

Body
(relatively heavy)

Q. Why did you replace the best-selling stainless steel metal woods ever made, Big Bertha War Bird® Metal Woods?

A. Because we know we have a better product in the Big Bertha Steelhead Metal Woods. They're a significant improvement. At Callaway Golf, we think the Big Bertha trademark stands for a continuing tradition of making golf more enjoyable for the average golfer. The Big Bertha Steelhead Metal Woods are the most forgiving stainless-steel woods we have ever developed. Try them. *You will see, feel and hear why.*

2. Is there some metal

5. No. We
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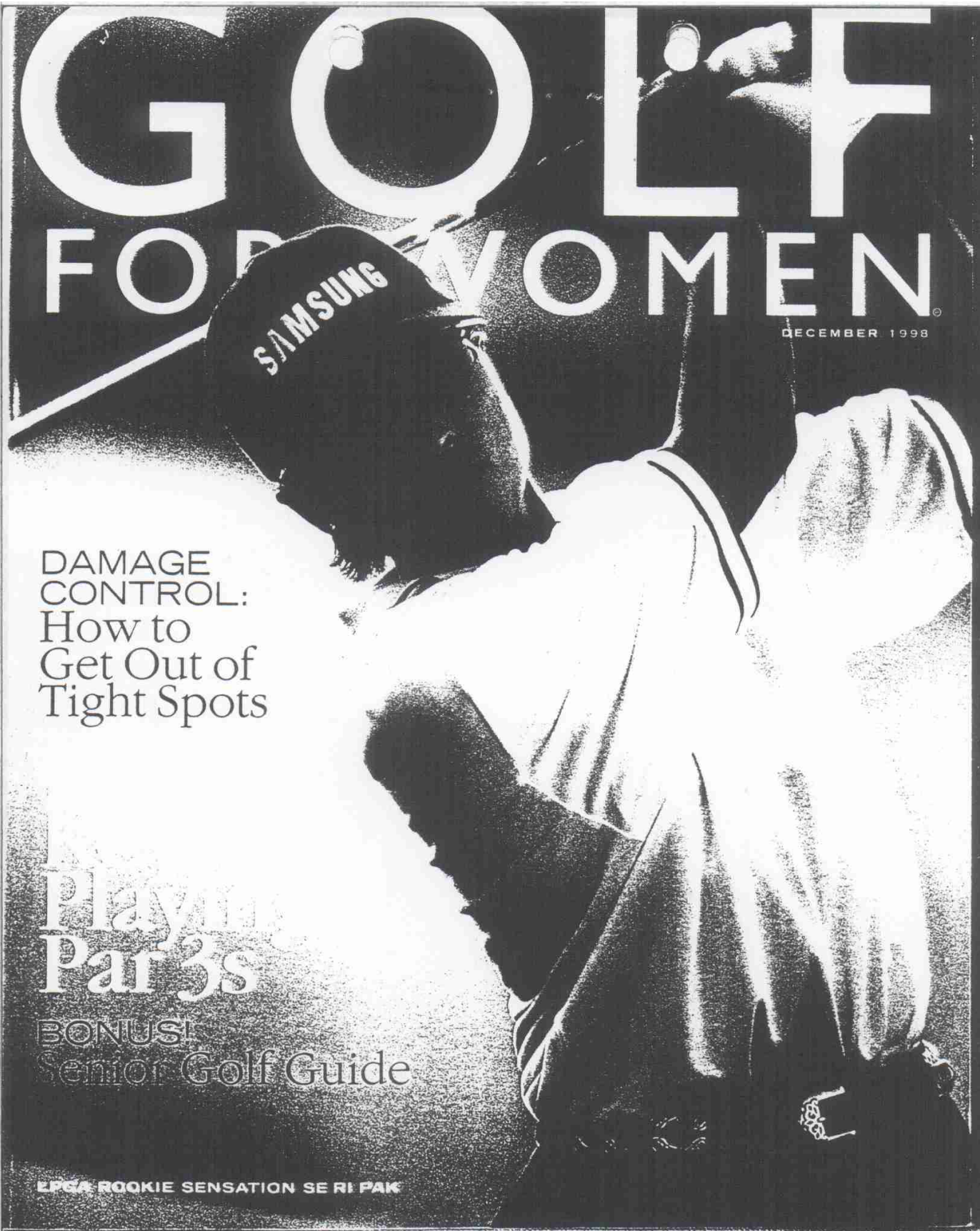
2. Who About Metal?

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GOLF FOR WOMEN



DECEMBER 1998

DAMAGE
CONTROL:
How to
Get Out of
Tight Spots

Playing
Par 3s

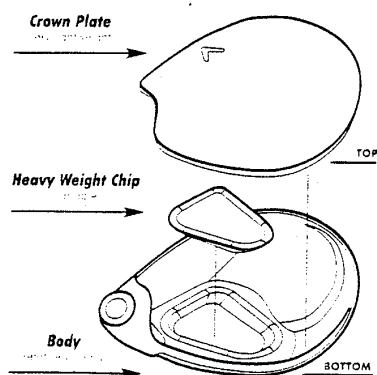
BONUS!
Senior Golf Guide

LPGA ROOKIE SENSATION SE RI PAK

**YOU CAN'T SEE THE LOWERED CENTER OF GRAVITY
INSIDE THE NEW BIG BERTHA STEELHEAD
DRIVER AND FAIRWAY WOODS...**

Big Bertha STEELHEAD

BUT YOU WILL FEEL IT.



How did some of the makers of shallow-faced woods get the center of gravity so low in their golf clubs? Real simple. They just chopped the top off of the clubhead.

We found a better way without giving up a larger, forgiving hitting area. We took weight from the top of the club and moved it to the bottom.

You can't see the lowered center of gravity inside the new Big Bertha Steelhead Driver and Fairway Woods, **but you will feel it.**

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Exhibit
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The Golfsmith Store

SEPTEMBER 1998

BUY NOW
SAVE BIG
ON GOLF

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SEE PAGE 2

Callaway
GOLF

Big Bertha
STEELHEAD
10'

**FIRST TIME
ANYWHERE!**

**1999 Models from
Callaway, Titleist & Adams**

See Pages 2-3

COBRA

New Low Prices! See Page 19

NEW FALL APPAREL LINE

**Reebok, Bobby Jones, Taylor Made,
Forrester and More...**

See Pages 4-13

SNEAK PEEK

Dear Fellow Golfers,

Golfsmith has enjoyed tremendous growth to

22 retail superstores, and for some time now we've been the No.1 golf catalog company. Our size gives us an unparalleled level of buying power with our vendors. Some of the benefits of that purchasing power are evident on this spread. These products promise to be hot topics during the holiday season and throughout 1999.

Big Bertha Steelheads are true to the Callaway tradition, which is to say innovative and different, and the Little Bertha junior clubs are just what you'd expect from the biggest name in golf. Titleist has added some more refinements to its increasingly popular iron and wedge lines. And the success story of 1998 - Adams Golf - has added a Strong 2 to its hugely popular Tight Lies line. Enjoy!

Carl

Titleist

'99 Titleist DCI Irons

Titleist launches their new DCI 981 irons. They combine the same Direct Center Impact Technology found in the popular 962 model plus *progressive offset* and *lower center of gravity*. The "Strong Lofted" DCI 981SL is also being introduced. These new irons benefit players with slower swing speeds. Order either iron set today for mid September delivery!

Titleist DCI 981 Irons
RH or LH; with Tri-Spec steel in R or S flex.

RTI600 Set of 3-PW
Call for Price

RTI601 1, 2, GW, SW, LW
Call for Price

Titleist DCI 981SL Irons
RH only; select Lite graphite in ladies' and senior flex.

RTI620 Set of 3-PW
Call for Price

RTI621 SW
Call for Price

Callaway GOLF

Callaway's NEW Line is Here!

Big Bertha Steelheads

Their best stainless steel metal woods ever! The new design features a *lower center of gravity*, *custom weight chips* for precise balance, new "Hawk Eye" sole to slide better through the turf, and New RCH99 Graphite shafts.

Men's

No. 1 (6*, 7*, 8*, 9*, 10*, 11*, 12*, 2, 3, Strong 3*, 4, Strong 4*, 5, 7, 9*, 11* (*RH only) A, R, F or S flex.

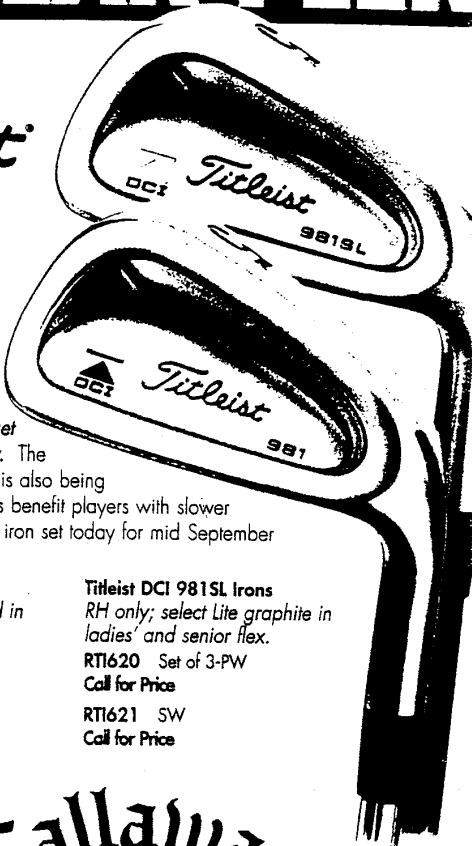
RCALL2000 Men's with RCH99 Graphite
\$239.95 ea

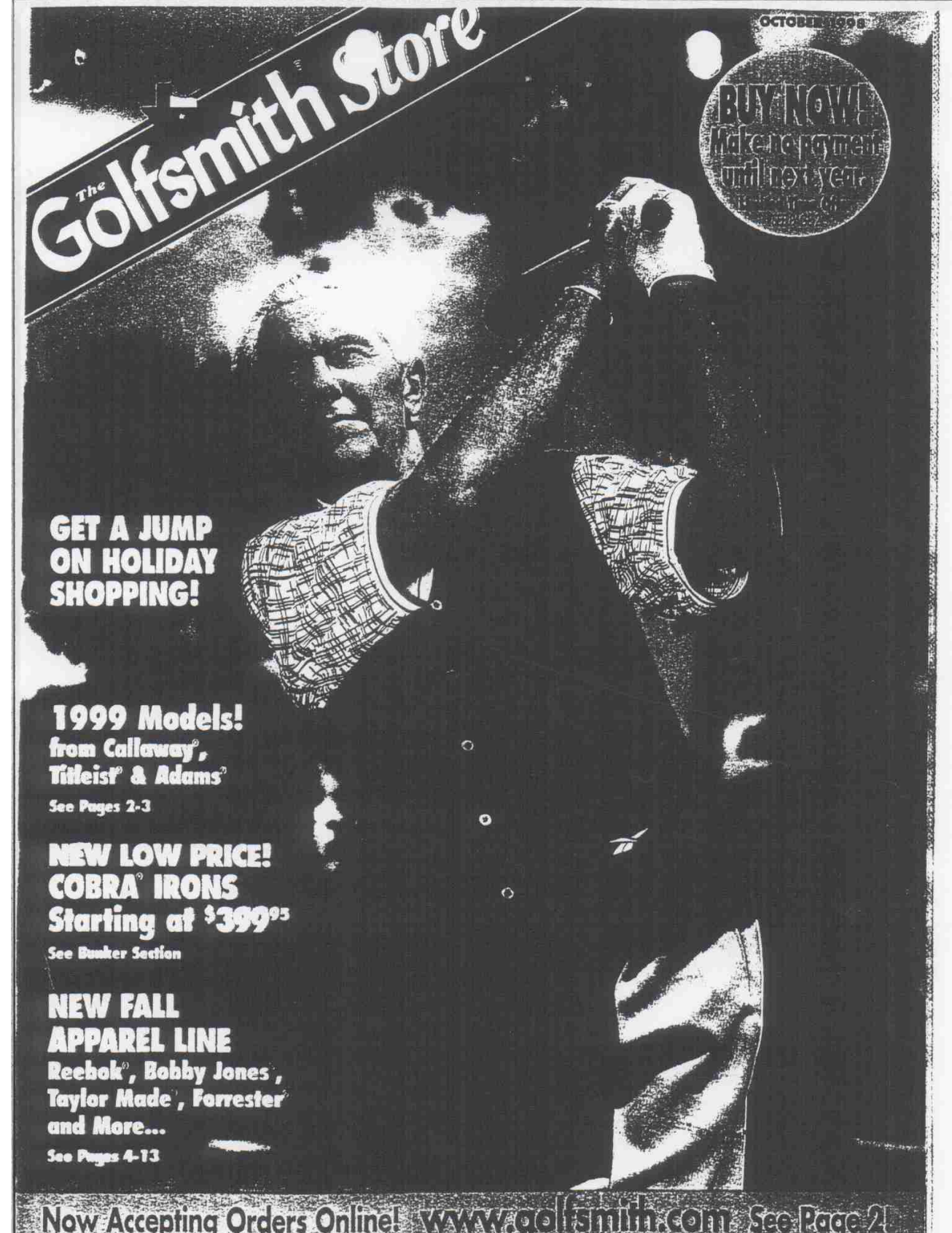
RCALL2100 Men's with Memphis 10 Ste
\$159.95 ea

Ladies'

No. 1 (9*, 10*, 11*, 12*), 2, 3, Strong 4, Strong 4*, 5, 7, 9 or 11* (*RH only) A, R, F or S flex.

RCALL2200 Ladies' with Gems99 Graphite
\$239.95 ea





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OCTOBER 1998

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**GET A JUMP
ON HOLIDAY
SHOPPING!**

1999 Models!
from Callaway,
Titleist® & Adams®

See Pages 2-3

NEW LOW PRICE!
COBRA® IRONS
Starting at \$399⁹⁵

See Bunker Section

**NEW FALL
APPAREL LINE**
Reebok®, Bobby Jones,
Taylor Made®, Forrester
and More...

See Pages 4-13

Now Accepting Orders Online! www.golfsmith.com See Page 2!

**Taylor
Made®**

**Taylor Made® Burner
Oversize Irons**

Callsmith is proud to offer Taylor Made's very popular Burner Oversize Irons to you at a tremendous savings. These sets combine the progressive head design with a light weight steel shaft to give you both power and precision.

RTM990 Burner Oversize Irons
Set of 3 (PW, W, Steel Shafts)
in R or S flex, RT only.

\$399.95 ~~Orig. \$599.95~~
QUANTITIES LIMITED!

**SAVE
\$200**

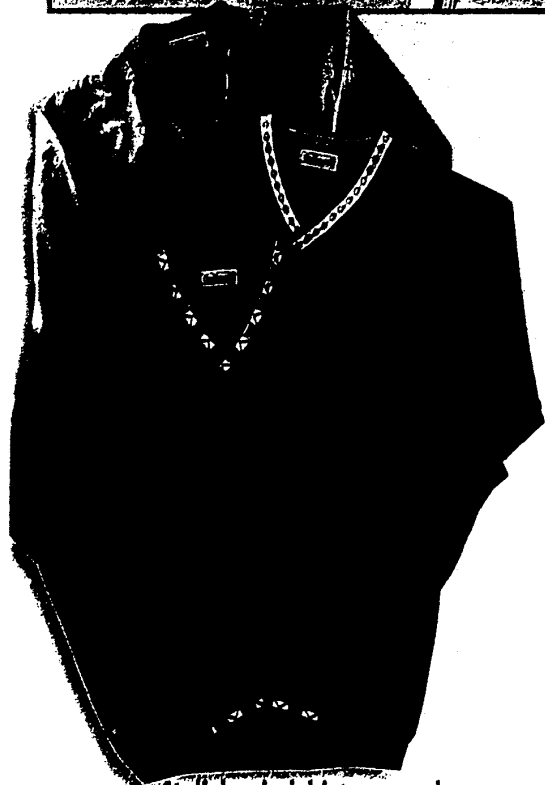
Killer Bee®

Killer Bee 46" and 48" Drivers

Killer Bee metal wood makes teeing off the easiest ever. Killer Bee drivers come with Bull Whip Graphite shaft designed to generate extra speed and distance by 20 to 40 yards!

RTM 46 Titanium 46" Driver
\$149.95 ~~Orig. \$199.95~~
Only in Kootenai

**1/2
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Stylish windshirts are a breeze.

Features double-layer mesh construction for added protection from wind and rain, and sweat, accents on the cuffs and collar. The shirt is made of 100% cotton. Callsmith is proud to offer this shirt to you at a tremendous savings.

R10509 Tour Tech Fancy \$44.95

**Big Bertha Steelheads
Callaway's NEW Line is Here!**

Their friendliest and most forgiving stainless steel metal wood yet! The new design features a lower center of gravity, custom weight chips for precise balance, new "Hawk Eye" sole to slide smoothly through any lie and a face that is deep enough to use in the fairway or off the tee.

Men's

No. 1 (6", 7", 8", 9", 10", 11", 12"), 2, 3,
Strong 3", 4, Strong 4",
5, 7, 9 or 11" (*RH only)
A, R, F or S flex.

RCALL2000

Men's with RCH99 Graphite
\$239.95 ea

RCALL2100

Men's with Memphis 10 Steel
\$159.95 ea

Ladies

No. 1 (9", 10", 11", 12"), 2,
3, Strong 3", 4, Strong 4",
5, 7, 9 or 11" (*RH only)
A, R, F or S flex.

RCALL2200

Ladies' with Gems 99
Graphite
\$239.95 ea



3

HOLIDAY 1998

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PAY LATER!**

**Limited
Time Offer!**

See Page 26 for details.



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on your
list.**

**www.golfsmith.com
or call 1-800-396-0099**

A
Biggest Big
Bertha



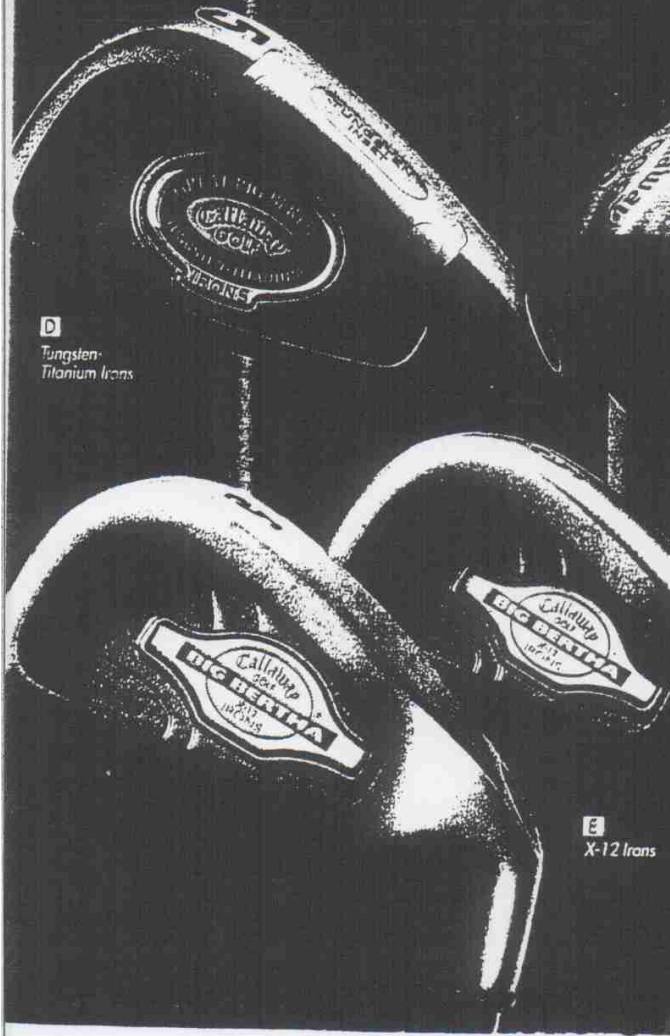
B
Great Big
Bertha



C
Big Bertha
Steelheads



D
Tungsten
Titanium Irons



E
X-12 Irons

Callaway®

How Golf Should Feel™

Introducing Big Bertha Steelheads

Their best stainless steel metal woods ever! The new design features a lower center of gravity, custom weight chips for precise balance, new "Hawk Eye" sole to slide better through the turf, and new RCH99 Graphite shafts.

mgio

*Still Time to
Order for
Christmas!*



*Fine Gold
Motoring
Travel
Fitness
Photography
Audio, and
Executive
Gifts*

Coach Briefcase — p.4!

New Big Bertha Steelhead Driver and Fairway Woods With Hawk Eye™ Sole Give You Deadly Aim, and the Range Of a Raptor — From Anywhere On the Course!

The assignment to Dick Helmstetter, Callaway's brilliant Chief of New Products, was daunting. All Ely wanted was to replace the venerable Big Bertha Warbird — the best-selling, most popular stainless steel wood in the history of golf — with a new club significantly superior in performance, feel, and forgiveness (even the sound had to improve!). A club that would extend and widen Callaway's domination of the hotly competitive, standard-sized, stainless-steel market. And a club that, from the first swing, would easily convince millions of Warbird devotees that yes, at long last, it was time to retire that trusty old warhorse with honors, and replace it with Steelhead. Here's how Dick succeeded.

Deep Face — Using science instead of fashion, Helmstetter's team determined that a modest 15cc increase in volume (to 214cc from Warbird's 199cc) yielded significant benefits to the average golfer. And by spending millions in casting R&D, Helmstetter was able to redefine the limits of casting technology. So remarkably, Steelhead weighs not one single gram more than Warbird, yet gives you a larger effective hitting area, with a deeper, confidence-insuring face. All in a smoothly contoured clubhead that retains classic Callaway good looks. But that's not all.

Low Weight — Steelhead consists of three ingeniously cast components that give it readily apparent performance advantages, and a unique personality. Helmstetter knew if he could create a clubhead top, or "crown plate", of unprecedented thinness and light weight, he could solve once and for all the weight distribution trade-off that until now had confounded every club designer. So Steelhead's top surface is incredibly thin, though not in the least fragile. The weight saved on top enabled Helmstetter to then cast a heavier, unusually strong, one-piece lower body and face — and still have weight left over to insert heavy weight chips low in the sole! Each chip is custom tailored from 2 to 20 grams depending on loft. As a result, Steelhead's center of gravity is now the lowest of any metal wood ever designed. Here's why that helps your game.

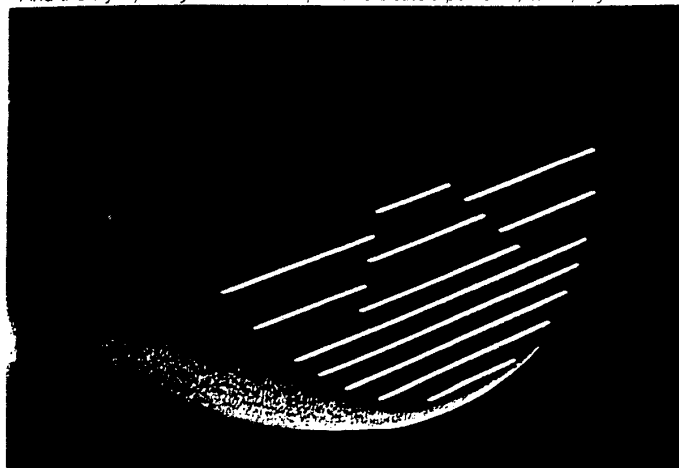
On the Course — With its cast, heavier bottom and weight chip inserts, Steelhead gives you the largest effective hitting area, above the center of gravity, of any stainless metalwood, period. Why does this matter? Because with most of the face positioned well above the center of gravity, Steelhead imparts less spin to the ball for a far better, more accurate trajectory. And Steelhead's exceptionally low center of gravity makes it just plain easier to get the ball airborne — from any lie, including thin turf and wiry rough. But unlike shallow-faced clubs, Steelhead's deeper face and generously larger effective hitting area makes it simple to make solid contact — the Callaway forgiveness factor that helps most of us play better, and enjoy the game more! Steelhead features the new, smoothly contoured Hawk Eye sole that glides effortlessly through the turf, with a softer leading edge that won't dig. And the tightly integrated cast components create a powerful, satisfying sound on impact that reminds me of the sharp report of a .32 cal. Walther PPK in full roar! Please select men's or ladies' steel or the new RCH 99 graphite shaft; and regular, firm or Senior's graphite.

Callaway Big Bertha Steelhead Metal Woods:

Steel — \$169.00 Graphite — \$249.00

6° Driver	#GS908	#GS906
7° Driver	#GS909	#GS907
8° Driver	#GS910	#GS923
9° Driver	#GS911	#GS924
10° Driver	#GS912	#GS925
11° Driver	#GS913	#GS926
12° Driver	#GS914	#GS927
#2 Wood	#GS915	#GS928
#3 Wood	#GS916	#GS929
#3+ Wood	#GS917	#GS930
#4 Wood	#GS918	#GS931
#5 Wood	#GS919	#GS932
#7 Wood	#GS920	#GS933
#9 Wood	#GS921	#GS934
#11 Wood	#GS922	#GS935

"With less spin, you'll hit more fairways and greens with Steelhead — I guarantee it!"



Golf Retailer

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1999 COULD LEAD TO MORE CHRONIC
PROBLEMS OR THE ROAD TO RECOVERY

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CALLAWAY GOLF COMPANY 0014
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CARLEBAD CA 92008-8815

PITCH

Callaway Golf Co.

Big Bertha Steelhead Metal Woods

800-228-2767

*RESEARCH AND DEVELOPMENT: Our goal was to produce a line of stainless steel metalwoods with a very low center of gravity, without sacrificing the larger effective hitting area of the clubface. We wanted to increase the average golfer's chances for a better shot from a greater variety of lies.

*THE ANGLE: Our target market is any golfer looking for the easiest hitting, most forgiving, best looking stainless steel metalwoods ever.

THE PITCH: Explain the features and benefits of the one piece body, heavy internal weight chip, very lightweight crown plate, lowest center of gravity, deeper face fairway woods, new Hawk Eye sole and SH112 technology which provide the most forgiving and best feeling stainless steel clubs.

*THE PRESENTATION: Clubs should be merchandised in Callaway Golf's P.O.S. display units utilizing our continuous loop video tape, "Take Apart" club display piece and specific Big Bertha Steelhead product information brochure.

*THE SUPPORT: Continuous loop video tape for retailers and consumers, print advertising for both retailers and consumers, TV advertising on all four major networks, radio advertising with Mr. Fly Callaway and mini-product brochures.

*SUGGESTED RETAIL PRICE: \$195, lightweight steel shaft; \$295, graphite



McHenry Metals Golf Corp.

TourPure Fairway Woods

988-626-4536

*RESEARCH AND DEVELOPMENT: McHenry Metals director of research and development, and world-renowned club designer, Mario Cesario, discovered that by precisely locating our patent-pending Tungsten Power Ring directly behind a huge titanium sweet spot, a more efficient transfer of energy and optimal launch angle are realized.

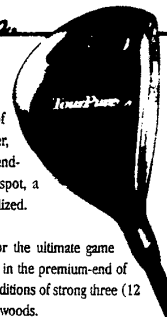
*THE ANGLE: TourPure is targeted toward avid golfers looking for the ultimate game improvement metal woods. TourPure drivers and fairway woods sell in the premium-end of the market. The metalwood collection has been enhanced with the additions of strong three (12 degree), four (16 degree), seven (21 degree) and nine (25 degree) woods.

THE PITCH: McHenry Metals founder, Gary V. Adams, who also founded Taylor Made and Founders Club, is generally regarded as the "father of the metalwood." The TourPure driver and fairway woods combine the forgiveness of titanium with the power of tungsten. Our proprietary Grafilloy LTLF shaft makes the club easier to swing and an ultra-thin Beta-Titanium clubface produces extraordinary feel. The TourPure driver has soared to No. 2 on the Senior Tour during its first season.

*THE PRESENTATION: Display in our McHenry Metals Staff Bag or the 24-club P.O.P. display.

*THE SUPPORT: A 30-minute TourPure infomercial, featuring Dick Enberg, Fred Funk, Bobby Clampett and Kathy Whitworth will begin airing across the country this fall. Traditional print and broadcast campaigns.

*SUGGESTED RETAIL PRICE: \$500 each; \$399 direct response; \$379 minimum advertised price.



Cobra Golf

King Cobra Baffler L.P. Fairway Woods

800-223-3537

*RESEARCH AND DEVELOPMENT: In addition to a sleek, low to the ground profile, shallow club face and broad, flat sole, the Baffler L.P. Fairway Wood has a precisely placed center of gravity for longer, crisper shots and Cobra's off-set technology for a straighter ball flight.

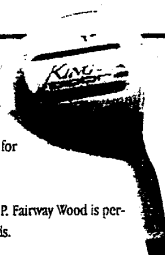
*THE ANGLE: Designed to help golfers hit high, long, soft-landing approach shots, the Baffler L.P. Fairway Wood is perfect for all golfers who wish to replace their hard-to-hit long irons with easy-to-hit fairway woods.

THE PITCH: The King Cobra Baffler L.P. Fairway Woods deliver the distance of a 2- or 3-iron but are much easier to hit and far more forgiving. And the Baffler L.P. Fairway Wood's design makes it exceptional from both form and normal lies.

*THE PRESENTATION: 24-piece corner P.O.P. with holders for two Baffler L.P. brochures and satin banners.

*THE SUPPORT: Major national print ad campaign

*SUGGESTED RETAIL PRICE: \$225/club



Griptec

ProWrap Grip with EZ Grip Technology

800-104-7004

*RESEARCH AND DEVELOPMENT: A patented, non-toxic solvent was developed that allows the application of golf grips without the use of any tape, solvents or clamping devices. When the grips are removed from their sealed pouch and installed on shafts, contact with the air shrinks the grips to their normal, playable size.

*THE ANGLE: Initially, the product is targeted towards the re-grip market. Though the home re-grip market as a whole is not large, mainly because of the need for extraneous materials (workbench, trays, vice, toxic solvents, etc.), with the advent and simplicity of EZ Grip Technology, it is in position to grow this part of the re-grip category.

THE PITCH: Research has shown golfers play better with grips that are in good condition. Frequent golfers should change grips once a year. The more casual player should do the same about every two to three years. Both enjoy investing time to improve their equipment. EZ Grip Technology is the perfect product for such a player.

*THE PRESENTATION: The ProWrap grips with EZ Technology are available in a three-pack or 15-pack boxed set.

*THE SUPPORT: Griptec offers a free point of purchase display with a minimum order. The display holds a case of three packs (108 boxes) and 15 packs (21 boxes). Consumer print and television advertising is scheduled to begin during the holiday season.

*SUGGESTED RETAIL PRICE: \$10.95/3-pack, \$14.95/15-pack



GolfGear International

Ti-Gear Low Profile Fairway Woods

800-355-0440

*RESEARCH AND DEVELOPMENT: More than 27 years of metal wood design and technology. The insert is not pure titanium but a more exotic matrix of solid forged titanium. The hybrid forged titanium is harder than steel or heat-treated steel, such as Maraging steel. The key is the overall density which is commonly known to increase energy transfer.

*THE ANGLE: For those who appreciate technology that really works. The density in the forged insert provides a more consistent and longer distance as tested on off-center hits.

THE PITCH: Our technology is hit-tested, not only in laboratory tests but also in an environment where the competition is present. Players hit our clubs easier, straighter and longer. They recognize the difference.

*THE PRESENTATION: GolfGear features two floor displays as well as extensive product literature and web-site information.

*THE SUPPORT: GolfGear International has been airing an infomercial and 60-second spots on the Golf Channel and ESPN and FOX.

*SUGGESTED RETAIL PRICE: \$249.95, lightweight graphite; \$199.99, steel



Winter 1998

EDWIN WATTS GOLF SHOPS

Celebrating Our 30th Anniversary



1-800-874-0146

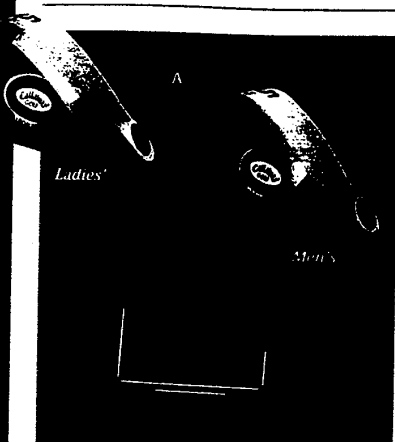
International (850) 244-2066 - Next Day or 2nd Day Air Available

CALLAWAY GOLF

GREAT MOMENTS IN GOLF

A golden era in golf history arrived with the debut of a stocky amateur named Jack Nicklaus, shown here at Augusta in 1959.

Historic golf prints from the Ron Watt Collection are available on pages 64-65.



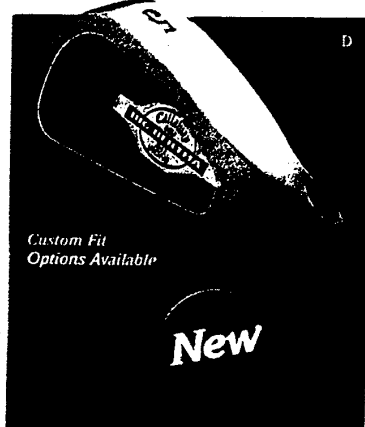
A. Great Big Bertha® Tungsten-Titanium™ Irons

The most accurate hitting irons ever designed at Callaway Golf

- The lowest and deepest sweet spot of any iron
- The unique tungsten insert—representing 15% of the clubhead volume but 40% of the weight—keeps the clubhead the ideal size and the center of gravity in the ideal location

1 iron—pitching wedge, approach, sand & lob wedge in men's, ladies' & seniors' right & left hand with lightweight steel or graphite shafts.

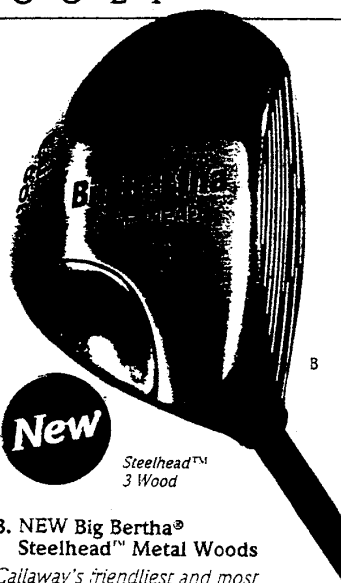
	M-10 Special Lt. Wt. Steel	RCH Series 90 Graphite
3-Pitching Wedge	\$1299.99	\$1499.99
2-Pitching Wedge	1459.99	1679.99
1, 2 Iron, Approach, Sand or Lob Wedge	189.99	219.99



Custom Fit Options Available

New

	M-10 Lt. Wt. Steel	Dynamic Gold or Rifle Steel	SensiCore Steel	RCH Series Graphite
3-Pitching Wedge	\$699.99	\$849.49	\$ 899.99	\$ 899.99
2-Pitching Wedge	789.99	949.99	1009.99	1009.99
1, 2 Iron, Approach Sand or Lob Wedge	99.99	119.99	129.99	129.99



B. NEW Big Bertha® Steelhead™ Metal Woods

Callaway's friendliest and most forgiving stainless steel metal wood yet

- Lower center of gravity makes it easier to get the ball airborne
- Clubheads are precisely balanced with stainless steel variable weight chips
- Ultra-lightweight crown plate allows for more weight in the body and sole
- Features the new Hawk Eye® sole and Callaway's exclusive S2H2® design with Tru-Bore® technology
- Available with Memphis 10 steel shaft or the new RCH Series 90 graphite shaft

	Memphis 10 Steel	RCH Series 90 Graphite
Each Wood	\$159.99	\$249.99

D. NEW Big Bertha® X-12™ Irons

The best stainless steel irons ever

- New unique look
- Low center of gravity helps get the ball airborne. Narrower sole reduces turf drag
- Patented S2H2® (Short Straight Hollow Holes) technology transfers weight to the hitting area
- Varied 360° undercut channel creates a thinner profile and optimal weighting
- Unique multi-layer design increases forgiveness on off-center hits
- Tru-Bore® technology for improved stability, feel

1 iron—pitching wedge, approach, sand & lob wedge in men's & ladies' right & left hand with steel or graphite shafts. Flat, standard & upright lies available.

Callaway GOLF

C. Biggest Big Bertha™ Titanium Drivers

The most forgiving, most effective, most effortless driver to hit for all skill levels

- 15% bigger than the Great Big Bertha® Titanium Driver
- Ultralight graphite shaft
- Gives golfers more confidence: gets the ball airborne with more forgiveness
- Drives the ball straighter with ease

6°, 7°, 8°, 9°, 10°, 11° & 12° driver in men's right hand. 10°, 11° & 12° driver in ladies' & seniors' right hand. 7°, 9°, 10°, 11° & 12° driver in men's left hand.

Call For Price

Call For Price

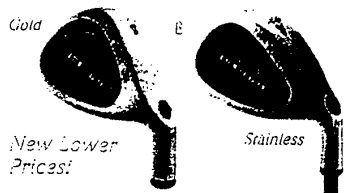


E. Big Bertha® Tour Series Wedges

- Designed for mid to low handicap amateurs as well as tour professionals
- Incorporates Big Bertha features in a traditionally styled "wardrop" head design

48° pitching, 52° approach, 56° sand & 60° lob in men's right hand with steel or graphite shaft. Stainless model with graphite shaft in men's left hand.

	M-10 Lt. Wt. Steel	RCH Series 90 Graphite
Stainless	\$399.99	\$109.99
Aluminum		
Bronze "Gold"	399.99	129.99



Nothing drives like a Big Bertha

WE ARE GOLF!



1-800-444-4880

Our prices are so competitive
some manufacturers will not
allow us to advertise them,
please call.
1-800-444-4880

**Callaway
GOLF**

**Special
Price!**

Callaway Steelhead Drivers and Fairway Woods

- Unique clubhead design consisting of three key components:
- Extremely lightweight, thin crown
- Superstrong, solid face and lower body
- Precision cast, stainless steel variable weight chip inserted into body provides an extremely low center of gravity, creating Callaway's easiest to hit woods ever!
- Large effective hitting area increases playability from all types of lies
- Hawk Eye sole slides smoothly through every lie

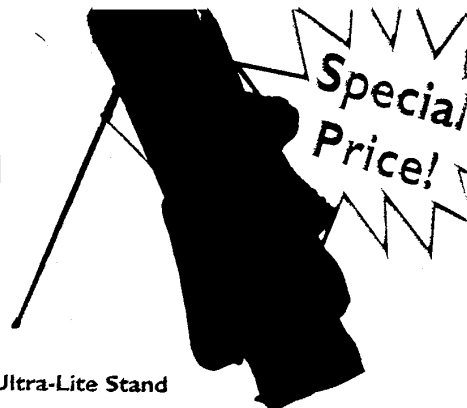
Available in 6°, 7°, 8°, 9°, 10°, 11°, 12° driver; 2.3°, 3.4°, 4.5°, 7.9°, 11° Woods in Men's RH. Also available in Men's LH and Ladies' RH&LH. Memphis 10'98 steel or RCH 99 graphite. Call for Uinta Golf's price.



Callaway Ultra-Lite Stand Bags

- 8" stand bag designed by Sun Mountain
- Features a dual-strap system, making it more comfortable and easier to carry
- Includes graphite shaft protection and zippered rain hood

Uinta Golf's price was \$119.95 Now \$92.95



Sir Isaac Bags
Two new colors:
French blue, and
black and charcoal
Call for Uinta
Golf's price.



Ladies' Gems Bags
Available in British Khaki,
and Storm Blue
Call for Uinta
Golf's price



Medallion Stand Bag
Lightweight and durable, this
bag is perfect for those who
love to walk the course.
Call for Uinta Golf's price



**Callaway
Golf Towel**
\$10.95



\$16.98

\$16.98

\$16.98

Callaway Hats and Visors



Callaway Little Bertha Clubs

- These sets are specially designed for junior golfers using the same breakthrough technology as Big Bertha products.
 - Clubs are made of the same quality materials as adult Big Bertha products
 - Made in two sizes: Medium for kids 4'0" to 4'7" and Tall for kids 4'8" to 5'2" tall
- Set includes a Little Bertha Steelhead driver plus three Little Bertha X-12 irons (6-iron, 8-iron, and wedge) a Little Bertha Putter, and a Little Bertha logo stand bag.

Call for Uinta Golf's price.

No one offers a larger inventory at a better value!
Call (801) 487-8233 Toll-free 1-800-444-4880 fax (801) 466-5713

Exhibit f

DOCKET NO. TM3629

TRADEMARK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Law Office 106

Examiner: Jeffery C. Coward

Applicant:

CALLAWAY GOLF COMPANY

Trademark:

STEELHEAD

Serial No:

75/389,003

Filed:

11/12/97

DECLARATION

I, Scott Peters, hereby declare as follows:

I am a dealer who sells golf clubs having heads bearing the subject trademark.

My business address is

290 Plainfield Road

West Lebanon, NH 03784

As a retailer of golf clubs and golf accessories and having been in contact with many purchasers of golf clubs, state that a substantial number of these purchasers would recognize the subject mark for a metal wood golf club head, as originating with Callaway Golf Company, the above-named applicant.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Dated: 12/13/99

By: Scott Peters
President

STEELHEAD

DOCKET NO. TM3629

TRADEMARK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Law Office 106

Examiner: Jeffery C. Coward

Applicant:

CALLAWAY GOLF COMPANY

Trademark:

STEELHEAD

Serial No:

75/389,003

Filed:

11/12/97

DECLARATION

I, Carl Rose, hereby declare as follows:

I am a dealer who sells golf clubs having heads bearing the subject trademark.

My business address is

1976 South Telegraph Road

Bloomfield Hills, MI 48302

As a retailer of golf clubs and golf accessories and having been in contact with many purchasers of golf clubs, state that a substantial number of these purchasers would recognize the subject mark for a metal wood golf club head, as originating with Callaway Golf Company, the above-named applicant.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Dated:

By:

12-13-99

STEELHEAD

Exhibit G

Steelhead - Worldwide

Year of Invoice Date	Sum Qty Shipped	Sum USD Extended Net
1998	521888	\$79,088,455
1998	521,888	\$79,088,455

Year of Invoice Date	Sum Qty Shipped	Sum USD Extended Net
1999	851954	\$124,622,458
1999	851,954	\$124,622,458

	1,373,842	\$203,710,913
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Callaway in fairway metals battle

South Bend, IN
Tribune
South Bend
Met Area

Thursday

D 77,052

AUG 27, 1998

N2600

LUCE PRESS CLIPPINGS

By **DOUG FERGUSON**
Associated Press Writer

As far as Ely Callaway is concerned, bigger is better.

The company that created Big Bertha, Great Big Bertha and the Biggest Big Bertha didn't come up with something really colossal this time. But it didn't exactly downsize, either.

In a fairway metals market where shallow-faced clubs of Oriimar Golf and Adams Golf have rocketed in popularity, Callaway stuck to its belief that a larger clubface produces better results.

Its newest metal wood is the Big Bertha Steelhead, which replaces the original War Bird with technology that Callaway says it has been developing over the past three years.

The one constant is the clubface, one-third larger than TriMetals from Oriimar and Tight Lies from Adams.

"If it is designed properly, then bigness is one important factor, particularly when you're talking about effective size," said Callaway, the founder and chairman. "To the degree our clubface is deeper by 30 percent, that is a plus to all golfers."

The Steelhead features a lightweight crown plate, which enabled the head to be slightly larger than the original War Bird without becoming heavier. A weight chip is inserted in the sole plate for a low center of gravity, which helps get the ball in the air more consistently.

"A low center of gravity does not have to mean a shallow face," said Richard Helmstetter, Callaway's chief of new products. "We stretched the stainless steel technology some.



AP Photo/DAVE MARTIN

Ely Callaway, founder of Callaway Golf, looks at the new fairway woods the company introduced recently.

We went through a lot of computer work getting the center of gravity where we really wanted it."

The result?

"This is the best we've ever made," Helmstetter said.

The initial feedback could prove to be a much-needed shot in the arm for Callaway, which saw its net income plunge 55 percent in the second quarter.

Donald Dye, president and chief executive officer, attributed the loss to the Asian economic crisis, a decrease in U.S. consumer demand and loss of market share to competitors.

Dye also said this was the first year since 1990 that Callaway did not have a metal wood ready for the January merchandise show in Orlando.

Fla.

"We weren't ready to introduce this in January. We're ready to do it now," Dye said at the PGA Championship, where Callaway first unveiled the Steelhead to the public.

"This may not immediately attract the attention of the public, but it will be a watershed point in the retail part of our business."

So far, so good.

According to the Darrell Survey of clubs used last week on the Senior Tour, 50 of the 63 Big Bertha fairway woods in play were the new Steelhead.

And at the Sprint International on the PGA Tour, Big Bertha had 63 fairway metals, 24 of them the Steelhead. Orlimar had 32, while Taylor Made had 18.

"I'm confident that will only grow," Callaway said. "It will be more valid in four or five weeks, because we'll have the facts from those weeks. But the facts on this weekend are there. It's been a very dramatic, very quick acceptance — quicker than we expected."

It also gives consumers three very different options on the market.

Tight Lies is made of stainless steel and features an inverted clubhead with a tri-level sole plate.

TriMetals also has a shallow face, but Orlimar touts its multi-material metals as the real difference — alpha maraging metal, which is harder than pure titanium, on the face; three copper tungsten weights on the sole plate for a low center of gravity, and stainless steel for the shell.

Graphite-shafted Steelhead drivers will sell for a suggested retail price of \$275, even lower at some outlets. Steel-shafted clubs will retail for

about \$195. Steelhead drivers will not be available until October, although John Daly got his hands on one for the PGA Championship.

"These will be affordable to far more people," Dye said.

Callaway is careful to note that the Steelhead replaces the original War Bird, not the titanium in the Great Big Bertha and Biggest Big Bertha. Daly caused a stir in Seattle when he said he was hitting the 6-degree Steelhead an additional 20 yards.

"Goodbye Ti, hello Steel," Daly said.

But Callaway said titanium still has its place, particularly with those players who need the lightweight metal to help them get through the ball faster.

"If designed properly, titanium is very rewarding," Callaway said. "The metal itself has real advantages. We've been very successful and we expect to have a great future. But for the stronger players, I expect the Steelhead will eat into our titanium to a certain extent."

Of greater concern is how well Steelhead eats into fairway metals market where Orlimar and Adams have thrived this year.

David Braham of World of Golf in New York said the Steelhead was an "immediate success."

"People are very interested in it," he said. "Callaway is making significant inroads where they had lost market shares. That said, it's new interest goes to the newest thing on the block."

"The real test will be six months down the road, when it's not just a novelty but is standing entirely on its merits."

SEP 9, 1998



N3288

LUCE PRESS CLIPPINGS

Callaway offers new way to drive

■ Big Bertha Steelheads offer average golfer more for less

JEFF BABINEAU ORLANDO SENTINEL

The golf market has been a little stagnant recently, and it is times such as these that Ely Callaway and Callaway Golf usually are scheming to do something to liven it up.

A hot topic at the recent International PGA Show in Las Vegas was Callaway's introduction of a line of Big Bertha stainless steel drivers and fairway metal woods. The line is called Big Bertha Steelhead.

The Steelhead has been designed to replace the Big Bertha Warbird metal-wood line and will be sold alongside the company's Great Big Bertha titanium woods and the Biggest Big Bertha titanium driver, the latter retailing for about \$400.

Ely Callaway said golfers will find similar high-performance characteristics in the new line to the existing Big Bertha line of drivers and fairway woods.

Mainly, the product is a more-forgiving club with a large hitting area that allows the average golfer to get a little more enjoyment out of his game.

What, then, would be the big advantage of the Steelhead? Simple. Price.

Graphite-shafted Steelhead drivers, already being carried in golf shops, will carry a suggested retail price of \$275, and some outlets will offer them for less. Steel-shafted Steelhead clubs will retail for about \$195.

"Yes, price is the biggest advantage in this product, but it's not only about price," said Bruce Parker, the company's president. This is the best product we've ever developed. And I think it's important to have a new product right now while the market is flat."

Callaway has targeted two main competitors to wage battle against in looking to gain a larger piece of the pie in the metal-wood market: Adams Golf and Orlimar Golf. Both are smaller companies that have made a significant impact by introducing shallow-faced fairway metal woods.

Callaway's philosophy is that woods that are too shallow-faced and too small are harder to hit, and that's why the



SPECIAL TO THE PIONEER PRESS

The Callaway Big Bertha Steelhead line will replace the Big Bertha Warbird this fall with prices starting at \$195.

Steelhead features a deeper face than its competitors, providing a larger hitting area.

"We've been asked, are you going to make a shallow-faced (club)? And we say, 'No, we're not,'" Callaway said. "We think the shallow face is a design flaw. That's our opinion. We have a product we think has none of the negatives of a shallow-faced club, and many new positives."

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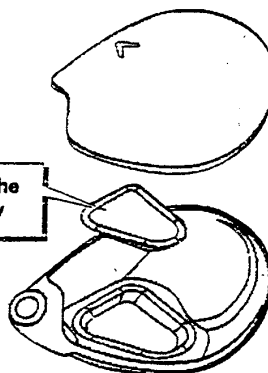
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The line of Steelhead fairway woods ranges from a 2-wood to an 11-wood.

Weight chip to keep the center of gravity low



LUCE PRESS CLIPPING

But the company president, John Hoefflich, doesn't see anything out of touch about the price. "We don't sense any resistance to this price, because this is a unique product," he said. "I think what's happening is golfers have decided not to buy anything until something better comes along. Maybe what they've been waiting for is our product."

USA Today
Washington, DC
Washington DC
Met Area

Thursday

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AUG 20, 1998

ISSUED IN THE CITY OF WASHINGTON IN THE DISTRICT OF COLUMBIA

N20002

LUCE PRESS CLIPPING

Reinventing the fairway club

Innovation is pure and simple

By Jerry Potter
USA TODAY

Sometimes the simple ideas reap the most benefits yet take the longest time to become reality.

Take the new fairway woods that have come on the market in the last year: the Adams Tight Lies, the Orlimar TriMetal and the Callaway Big Bertha Steelhead.

Through one means or another, they all lower the center of gravity of the club, in theory making them easier to hit for amateur or pro golfers.

It's basic physics, but why did it take so long for these clubs to be developed?

"Why did it take so long to invent the wheel?" answers Ely Callaway, founder of Callaway Golf.

He has a point. The idea of the wheel is pretty simple.

Yet when the buyers arrive at the PGA of America's International Golf Show this weekend in Las Vegas, they might be ordering these clubs as if they're the first wheels.

Dick Helmstetter, Callaway's executive vice president for new products, has a little more complicated explanation for the change.

Helmstetter says new materials and machines enable companies to produce better clubs after research tells them what makes a ball fly.

"It's a very complicated thing," Helmstetter says. "The optimum transfer of energy is when the center of gravity of the golf club and the center of gravity of the golf ball are in a straight line. The pros reach that state a lot, but the rest of us don't have as much luck."

Theodore Jorgensen, a retired physics professor at the University of Nebraska, says it's all marketing.

"The average golfer can improve his game quicker by improving his swing, rather than by trying to find equipment that works better," says Jorgensen, author of *The Physics of Golf*.

Apparently, the average golfer doesn't agree. The sales of these fairway woods have made Adams Golf a public company, and Orlimar is in the process of going public.

Callaway has led the industry in sales, but it's going through a downturn that its executives hope will be reversed by the sales of the new Steelhead woods.

Orlimar is enjoying an explosion in sales that leads to this weekend's introduction of irons and drivers to go with its fairway woods.

In '97, Orlimar did \$1.5 million in sales. In the first quarter of this year, it did \$4.5 million.



Physics of clubmaking: Callaway revised its design and put a metal chip at the bottom to lower the Big Bertha club's center of gravity.

The growth was triggered by an infomercial that has become the Trojan horse that got Orlimar into the market.

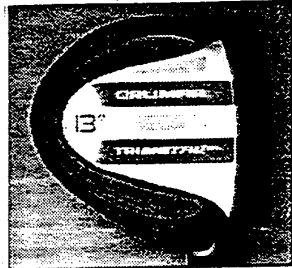
"The interesting thing about our popularity is that we're winning the Tour wars," says Nathaniel Crosby, who heads Orlimar's sales force. "We've doubled the number of players we have using our woods on the PGA Tour."

The company was started in

1960 by Lou Ortiz, who produced handmade persimmon woods that were sold mostly on the West Coast but were used by touring pros.

Ely Callaway bought one in the late '60s in Palm Springs, Calif., about 20 years before he founded his golf company.

"My dad and I are dinosaurs," says Orlimar President Jesse Ortiz, 45. "He used to make clubs in our garage."



Trimetals: Orlimar uses stainless steel, copper and tungsten.

Lou Ortiz is 73, and his company outgrew his garage long ago. The new engine of growth is the line of fairway woods made of stainless steel and copper tungsten, which, along with a shallow face, adds weight to the bottom of the club.

"The shallow face," Ortiz says, "is 10% of the story. The rest is the way we move the weight around."

Adams uses one metal, but it is a shallow-faced club with similar properties.

The Callaway Steelhead, which was introduced last week during the PGA Championship near Seattle, is Ely's answer to Orlimar's contention that oversized clubs are not good for fairway woods.

Callaway staff players Colin Montgomerie and John Daly used them in the PGA Championship. Neither won the tournament, but both liked them.

"I'll use any club that helps me hit the ball farther and straighter," says Montgomerie,

who took one from Callaway's headquarters in Carlsbad, Calif.

Callaway reversed the design of past metal woods, which were made by welding a sole plate to the club's head.

Callaway made the club-head open at the top and welded a crown plate to it, after adding a weight chip in the bottom to lower the center of gravity while keeping the oversized design.

There's a lively debate among executives of the companies as to which club is best.

"We've been working on this club for three years," Helmstetter says, "but we didn't think of it, and Jesse Ortiz didn't either. Every club in Japan is made this way."

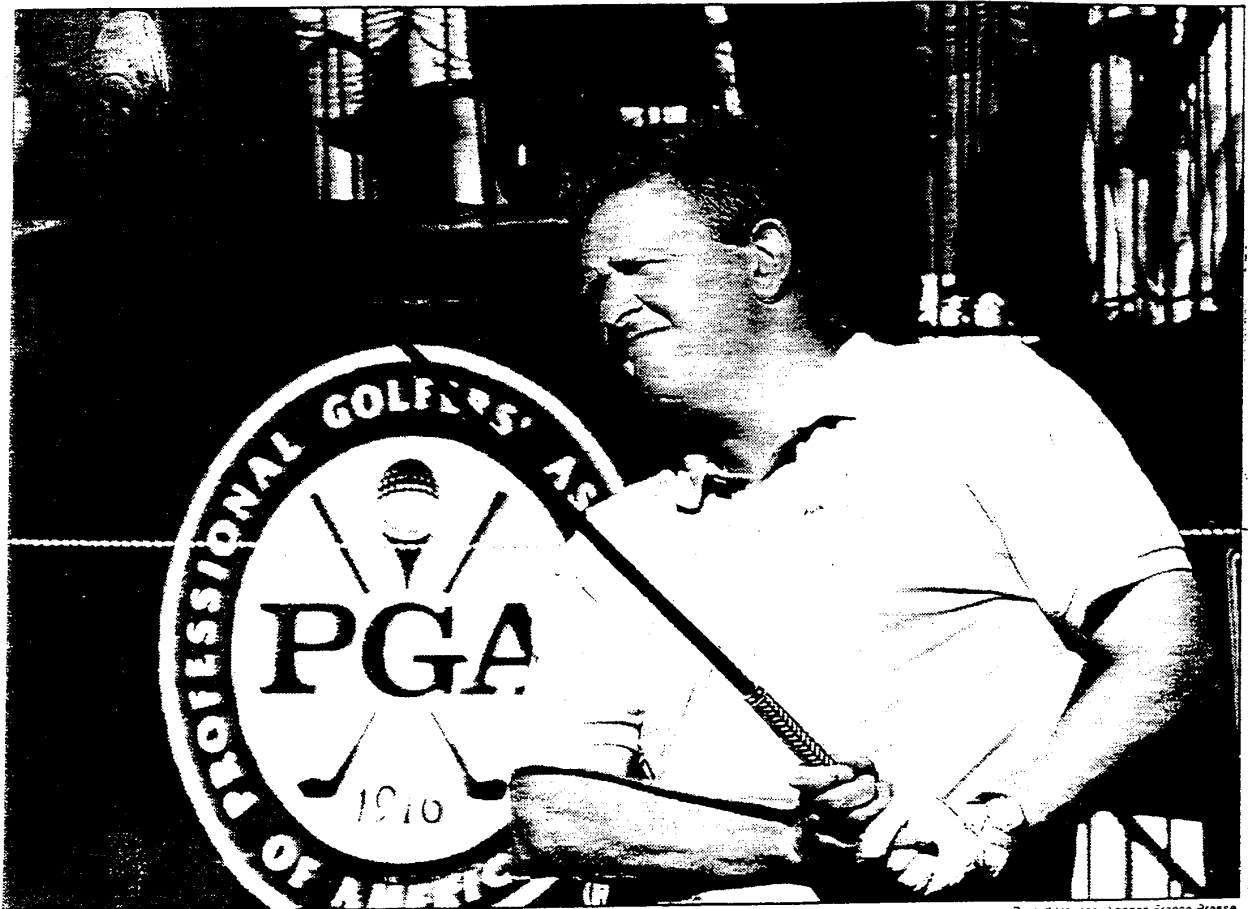
"They designed a good club," says Jesse Ortiz, who tested the Steelhead on Tuesday. "But there's no way a single-metal club can outperform a TriMetal because of the weight properties of steel."

They agree that shallow-faced clubs are better, although they are not as effective in fluffy lies because the club goes under the ball.

Ely Callaway says, "You can't hit air."

At a suggested retail price of between \$200 and \$300 a stick, the question is whether these clubs, whether Orlimar, Callaway or Adams, are better than past generations of fairway woods.

"Absolutely," says Helmstetter, sounding as sure as the guy who invented the wheel.



By Jeff Hynes, Agence France-Presse

Seeking more distance: Colin Montgomerie, watching a tee shot during a practice round last week, put a Callaway Big Bertha Steelhead in his bag for the PGA Championship. "I'll use any club that helps me hit the ball farther and straighter," says Montgomerie.

Bertha club is bargain

**Callaway
Golf hopes
the price
of its new
Big Bertha
Steelhead
line will
attract
golfers.**

By Jeff Babineau

OF THE SENTINEL STAFF

The golf market has been a little stagnant recently, and it is times such as these that Ely Callaway and Callaway Golf usually are scheming to do something to liven it up.

A likely hot topic this week at the International PGA Show in Las Vegas — the West Coast's version of the merchandise megashow that visits Orlando each January — will be Callaway's introduction of a line of Big Bertha stainless steel drivers and fairway metalwoods. The



Metalhead.

Callaway's Big Bertha Steelhead line, priced to sell at less than \$300 a club, provides a larger hitting area because it features a deeper face than competitors' clubs.

Orlando, FL
Sentinel
Orlando
Met Area

Wednesday

D 267,737

AUG 19, 1998

LUCE PRESS CLIPPINGS

N1870

line is called Big Bertha Steelhead.

The Steelhead has been designed to replace the Big Bertha Warbird metalwood line and will be sold alongside the company's Great Big Bertha titanium woods and the Biggest Big Bertha titanium driver, the latter retailing in the \$400-plus range.

Ely Callaway said golfers will find similar high-performance characteristics in the new line to the existing Big Bertha line of drivers and fairway woods.

Mainly, the product is a more forgiving club with a large hitting area that allows the average Joe to get a little more enjoyment out of his game.

What, then, would be the big advantage of the Steelhead?

Simple. Price.

Graphite-shafted Steelhead drivers, already being carried in golf shops, will carry a suggested retail price of \$275, and some outlets will offer them for less. Steel-shafted Steelhead clubs will retail for about \$195.

"Yes, price is the biggest advantage in this product, but it's not only about price," said Bruce Parker, the company's president. "This is the best product we've ever developed. And I think it's important to have a new product right now while the market is flat."

Callaway has targeted two main competitors to wage battle against in looking to gain a larger piece of the pie in the metalwood market: Adams Golf and Oriimar Golf. Both are smaller companies that have made a significant impact by introducing shallow-faced fairway metalwoods.

Callaway's own philosophy is that woods that are too shallow-faced and too small are harder to hit, and that's why the Steelhead features a deeper face than its competitors, providing a larger hitting area.

"We've been asked, are you going to make a shallow-faced [club]? And we say, 'No we're

not,'" Callaway said. "We think the shallow face is a design flaw. We have a product we think has none of the negatives of a shallow-faced club, and many new positives."

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Dick Helmstetter, the man behind development of innovative products at Callaway, said the relationship between the golf industry and the consumer is always ongoing, with the industry forever trying to get a better grasp of what today's player desires.

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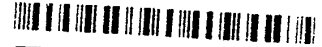
Callaway introduces new line of clubs

San Diego, CA
UNION - TRIBUNE
San Diego
Met Area

Thursday

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AUG 13, 1998



P1436

LUCE PRESS CLIPPINGS

By Bruce V. Bigelow
STAFF WRITER

In a shot from the financial rough, Callaway Golf has unveiled a new line of stainless steel woods — the first full line of metal woods the Carlsbad company has introduced since 1995.

Chairman Ely Callaway displayed the new Big Bertha "Steelhead" metal woods yesterday at the Sahalee Country Club near Seattle, where players have gathered for today's start of the PGA Championship. Callaway's announcement also precedes next week's opening of the 1998 PGA International Golf Show in Las Vegas.

The timing of Callaway's announcement

also bore financial significance.

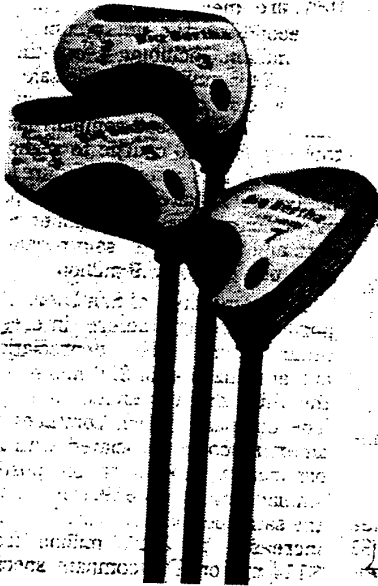
"It was needed — the stock is at \$12 a share," said Paul Saunders, president of *ParValu*, a Carlsbad-based newsletter that follows the golf industry. Callaway shares have tumbled two-thirds from a peak of \$38.50 in June 1997.

The company has suffered from economic turmoil in Asia, which accounts for roughly a quarter of Callaway sales, and increasing competition from U.S. competitors.

While Callaway's announcement was welcomed by analysts, it failed to lift the company's stock price yesterday, which climbed only 6.25 cents to close at \$12 a share in below-average trading of 756,000 shares on the New York Stock Exchange.

"People don't know whether the clubs are going to sell or not," Saunders explained. Beth Burnson, an analyst with Chicago-based ABN-AMRO Inc., said yesterday's announcement was "a positive step . . . but in terms of gaining overall growth in metal woods, I think their Titanium clubs need a face lift too."

Callaway said the Steelhead line would replace its existing line of Big Bertha "War Bird" metal woods, which were introduced in 1994. The company's "Biggest Big Bertha," a Titanium driver, was released in 1997.



Fairway battleground

Camden, NJ
Courier-Post
Philadelphia
Met Area

Thursday

D 85,376

SEP 10, 1998



N3802

LUCE

PRESS CLIPPINGS

The current golf war is taking place on the fairways across America. Manufacturers want you to use their fairway woods. And they're trying different styles to get your attention.

By PAUL GIORDANO
Courier-Post Staff

Quietly, like a great wedge shot slicing through the grass and lofting the ball toward the flag, there's a marketplace tug of war going on among fairway metal wood golf club manufacturers.

For example: Callaway saw its net income plunge 55 percent during the second quarter of 1998, due a great deal to fairway metal wood success of shallow-faced clubs such as Tight Lies from Adams and TriMetals from Orlimar.

Callaway doesn't like marketplace tug of wars.

So, to meet the competition and fight back to regain its share/control of the marketplace Callaway has come out with its line of Big Bertha Steelhead Metal Woods. The line, 3-through-11-wood, replaces its original War Bird. The one constant is the clubface, one-third larger than TriMetals from Orlimar and Tight Lies from Adams.

The Steelhead features a lightweight crown plate, which enabled the head to be slightly larger than the original War Bird without becoming heavier. A weight chip is inserted in the sole plate for a low center of gravity, which helps get the ball in the air more consistently.

There's also a "Hawk Eye" sole, with a convex design to push the turf down through impact.

Tight Lies is made of stainless steel and features an inverted clubhead with a tri-level sole plate.

TriMetals also has a shallow face, but Orlimar touts its multi-material metals as the real difference — alpha maraging metal, which is harder than pure titanium, on the face; three copper tungsten weights on the sole plate for a low center of gravity, and stainless steel for the shell.

"They (Callaway) actually moved the center of gravity lower, with a larger hitting area," Chris O'Brien, general manager of Golfsmith Golf Center in Moorestown said, pointing to the face of a Steelhead 5-wood.

"Callaway wants to get more of the face on the golf ball, which



By Dave Martin, Associated Press

New additions: Ely Callaway shows off his company's new steelhead fairway woods, which replace his War Bird brand. They get more club surface on the ball in the fairway.

helps eliminate pop-ups that are common with shallow-faced metal woods. That's the basic difference between the Steelhead and the clubs by Adams and Orlimar. "We'll be getting the driver in sometime in October. It works on the same principle. What they are doing is making it easier for the golfer to get the ball into the air."

Golfsmith has the Steelhead woods (graphite shaft) priced at \$239. Tight Lies go for \$199.95 and Orlimar at \$269.95.

Thus, the tug of war for the golfer's equipment dollar turns another chapter.

For the recreational golfer, tug of war is good. Tug of war can and will translate into some pretty good buys very soon.

Although many weekend recreational golfers have already laid the clubs down for the

season and picked up the remote control and a six pack or two for those other weekend pastimes, there's some pretty good buys out there right now for next season, and/or for some early Christmas shopping if said golfer wants to shop around.

"Clothing is real good now," O'Brien said. "Shirts, outer wear, long sleeve golf shirts. And with companies coming out with new lines of clubs, there's some pretty good buys on drivers, wedges and some putters."

Golfsmith has the Wilson Inzex graphite driver selling for \$79. It has been priced at over \$100. A Wilson graphite wedge is going for \$29.95, down from \$59.99 and a Zebra putter can be stroked for \$59.95, down from \$79.95.

It is also a good point in time to have your clubs repaired and

regripped.

And at Somerton Springs on Haddonfield Rd., a couple more pocket birdies were found.

"Now could be a pretty good time to buy," Somerton Springs salesperson Dave Cinalli said. "Some manufacturers have had down years . . . and it's the end of season. Combined, that does make for some good savings."

Like?

"Callaway's War Birds (drivers) are \$169," Cinalli said. "Last year they were around \$200. Iron-wise? Probably right now Lynx Graphite, \$562 for a set of irons that were \$750. Top Flite is another one with their irons. Their graphite irons are \$699, down from \$899; steel \$499, down from \$699.

"Now's a good time to think ahead to next spring and get some good buys."

IN THE UNITED STATES PATENT AND TRADEMARK OFFICEAMENDMENT TO ALLEGE USE UNDER 37 CFR 2.76
(With Declaration)Name of Applicant: **CALLAWAY GOLF COMPANY****08-16-1999**Serial Number: **75/389,003**

U.S. Patent & TMO/TM Mail Rpt Dt. #54

Trademark: **STEELHEAD****TO THE ASSISTANT COMMISSIONER FOR TRADEMARKS**

Applicant requests registration of the above-identified trademark in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. 1051 et. seq., as amended). Three specimens per class showing the mark as used in commerce are submitted with this amendment.

☐ Check here if a Request to Divide under 37 CFR 2.87 is being submitted with this amendment.

Applicant is using the mark in commerce on or in connection with the following goods:

GOLF CLUBS AND GOLF CLUB HEAD COVERS

(Note: Goods listed above may not be broader than the goods identified in this application currently)

Date of first use of the mark in commerce which the U.S. Congress may regulate: **NO LATER THAN 8-12-98**

Specify type of commerce:

☒ interstate commerce.

☐ commerce with the United States.

☐ territorial commerce.

☐ commerce between the United States and _____

☐ foreign commerce.

☐ _____

Date of first use anywhere (the same as or before use in commerce date): **NO LATER THAN 8-12-98**

The trademark is used by applying the mark:

- ☒ To the goods
- ☐ To containers for the goods
- ☐ To literature accompanying the goods
- ☐ To displays associated with the goods
- ☐ To tags or labels affixed to the goods
- ☐ _____

DECLARATION

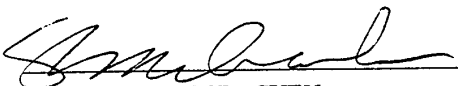
I, the undersigned authorized signatory of Applicant, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any resulting registration, declare that I am properly authorized to execute this Amendment to Allege Use on behalf of the Applicant; I believe the Applicant to be the owner of the trademark sought to be registered; the trademark is now in use in commerce; and all statements made of my own knowledge are true and all statements made on information and belief are believed to be true.

Address all future correspondence to:

JOSEPH H. LEE
CALLAWAY GOLF COMPANY
2285 RUTHERFORD ROAD
CARLSBAD, CALIFORNIA 92008-8815

Dated: DECEMBER 16, 1998

By: _____


STEVEN C. MCCRACKEN
EXECUTIVE VICE PRESIDENT,
CHIEF LEGAL OFFICER
AND SECRETARY

I certify that this document and fee is being deposited on 12-17-98 <u>12-17-98</u> with the U.S. Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. 1.10 and is addressed to the Assistant Commissioner for Trademarks, 2900 Crystal Drive,
 <i>Signature of Person Mailing Correspondence</i>
SUSAN A. ESTRADA <i>Typed or Printed Name of Person Mailing Correspondence</i>
EL042170235US <i>"Express Mail" Mailing Label Number</i>

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

POWER OF ATTORNEY (and REVOCATION OF PREVIOUS POWER OF ATTORNEY)

Docket No.

TM3029

Name of Applicant: **CALLAWAY GOLF COMPANY**
Address of Applicant: **2285 RUTHERFORD ROAD**
CARLSBAD, CALIFORNIA 92008-8815

Trademark: **STEELHEAD**

Serial No., if Any: **75/389,003**

TO THE ASSISTANT COMMISSIONER FOR TRADEMARKS

The Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3513

Honorable Sir:
I hereby appoint:

MICHAEL A. CATANIA
REG. NO. 36,474
CALLAWAY GOLF COMPANY
2285 RUTHERFORD ROAD
CARLSBAD, CALIFORNIA 92008-8815
TELEPHONE: (760) 930-8493
FACSIMILE: (760) 930-5019
E-MAIL: MIKECA@CALLAWAYGOLF.COM

as principal attorneys to prosecute this application, to transact all business in the Patent and Trademark Office connected therewith and to receive the Registration Certificate if one should issue. Applicant hereby revokes all previous powers of attorney associated with this application.

Please direct all future correspondence to:

MICHAEL A. CATANIA
CALLAWAY GOLF COMPANY
2285 RUTHERFORD ROAD
CARLSBAD, CALIFORNIA 92008-8815

By:



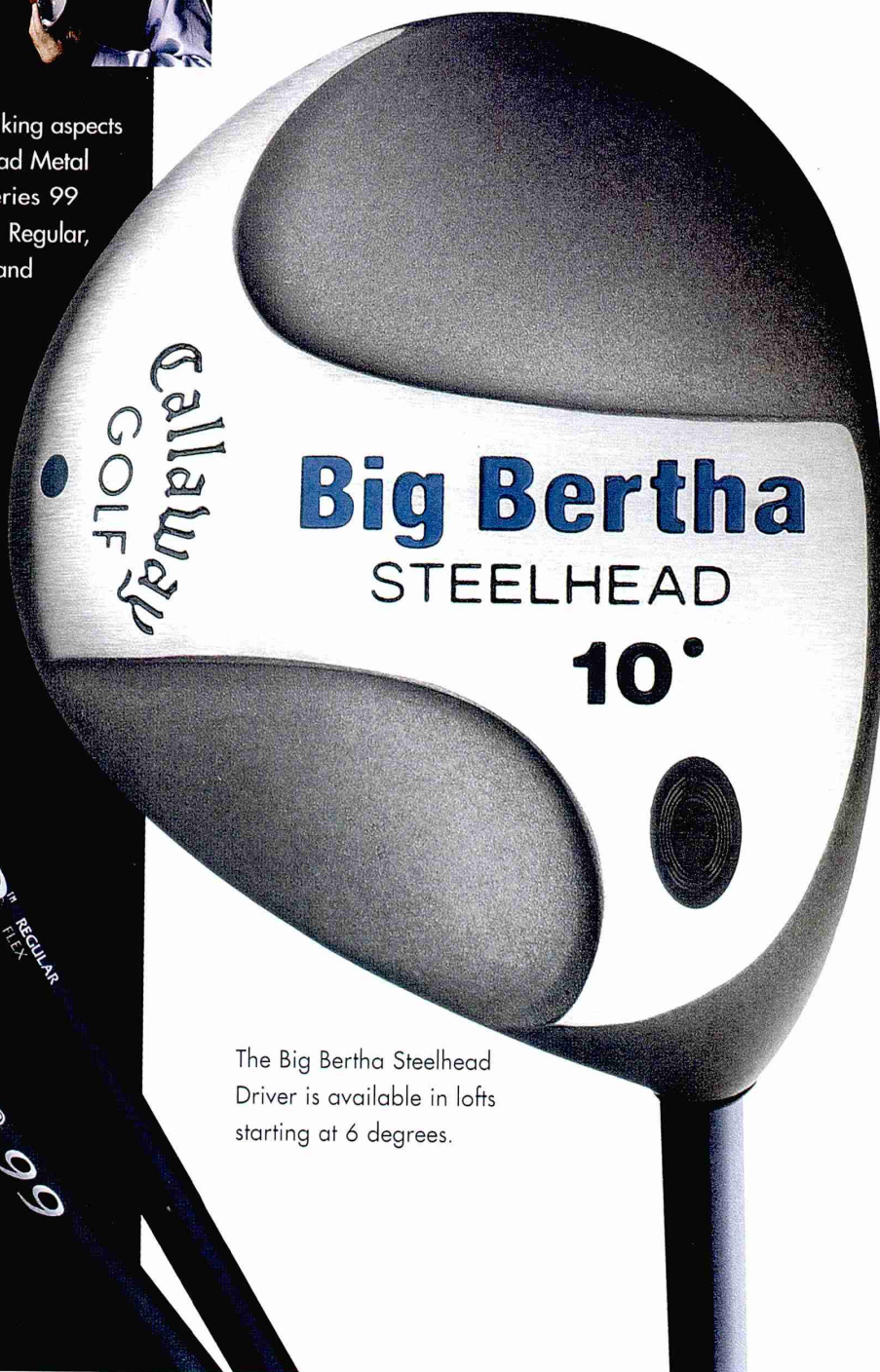
STEVEN C. MCCRACKEN
EXECUTIVE VICE PRESIDENT, CHIEF
LEGAL OFFICER AND SECRETARY

Dated: August 11, 1999



Chief of New Products Richard Helmstetter's Vision: To create truly new and different Big Bertha stainless steel metal woods with a lower center of gravity to deliver a better trajectory and more forgiveness.

The Shaft. One of the striking aspects of the Big Bertha Steelhead Metal Woods are the RCH Series 99 shafts. Available in Light, Regular, Firm and Strong Flexes, and Ladies' Gems.



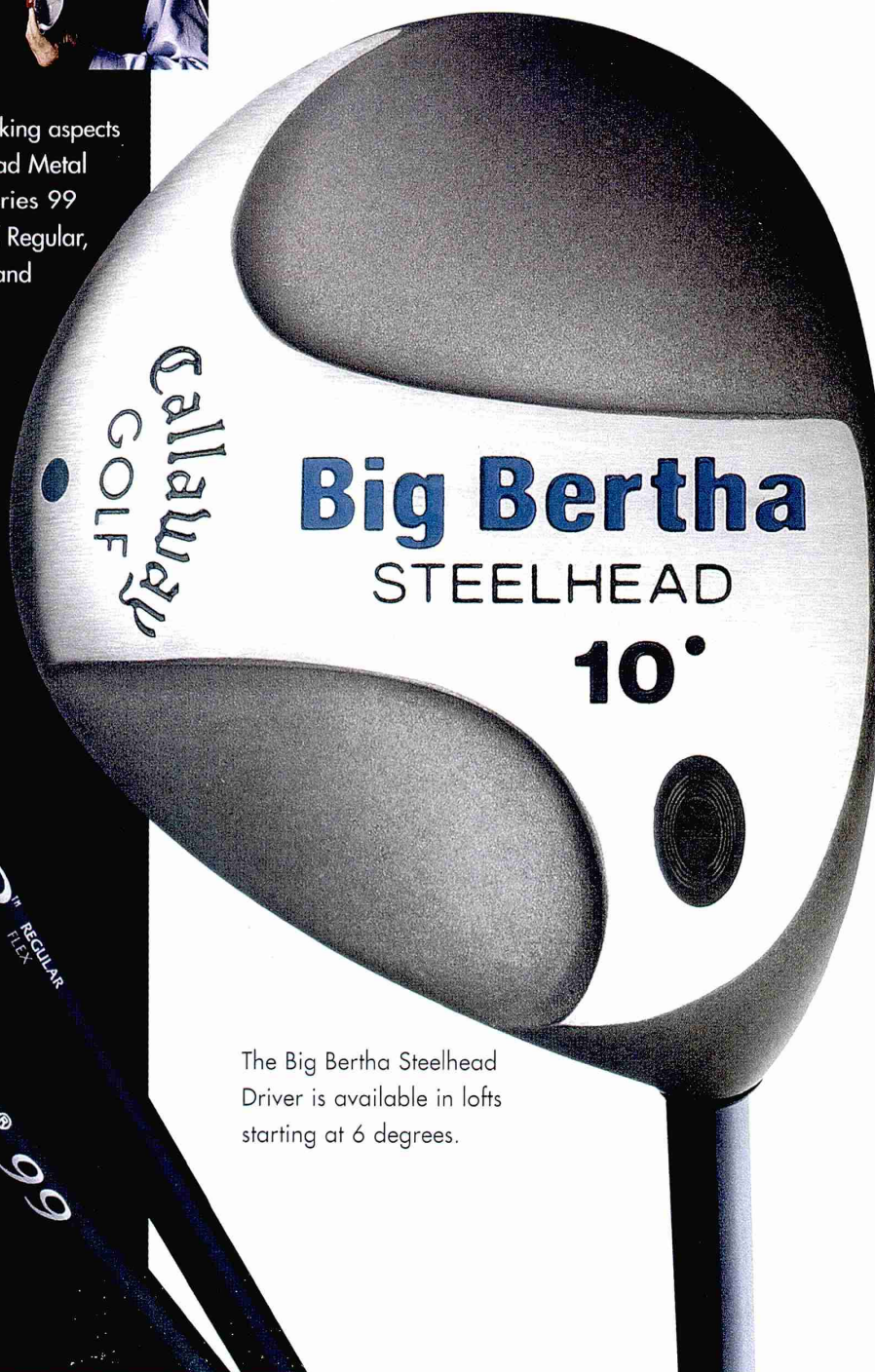
The Big Bertha Steelhead Driver is available in lofts starting at 6 degrees.

Docket No. TM3029 Serial No. 75/389,003
Applicant: Callaway Golf Company
Trademark: STEELHEAD



Chief of New Products Richard Helmstetter's
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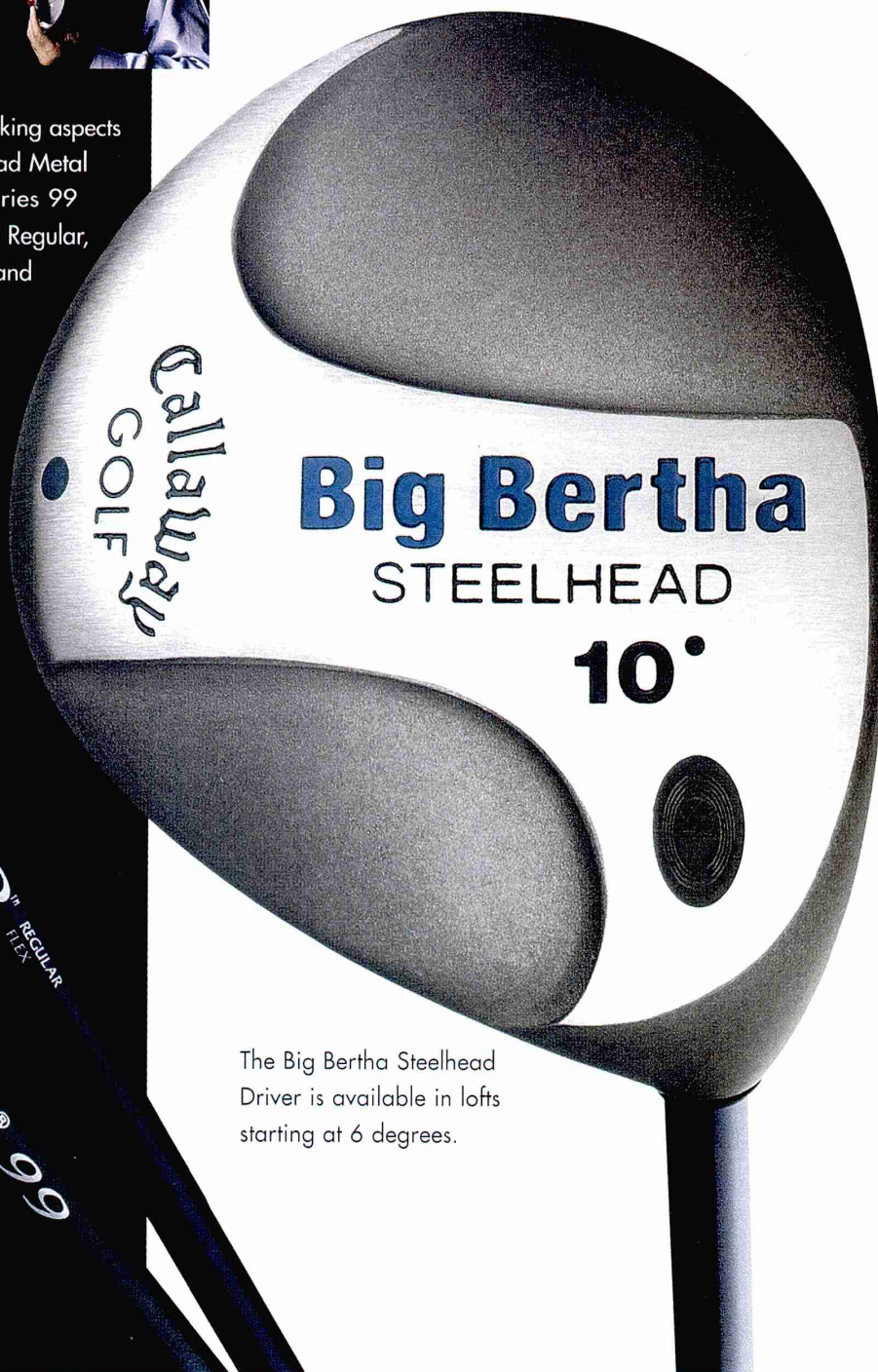
Callaway GOLF
RCH 99 REGULAR FLEX
Ladies' Gems® 99

Docket No. TM3029 Serial No. 75/389,003
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WHAT'S GOING ON INSIDE OUR HEAD?



BIG BERTHA®
STEELHEAD™

Docket No. TM3029 Serial No. 75/389,003

Applicant: Callaway Golf Company

Trademark: STEELHEAD

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WHAT'S GOING ON INSIDE OUR HEAD?



BIG BERTHA®
STEELHEAD™

Docket No. TM3029 Serial No. 75/389,003
Applicant: Callaway Golf Company
Trademark: STEELHEAD

3

Exhibit B

Domestic Sales of Steelhead™ Clubs

Steelhead - USA

UNITED STATES

Invoice Date	Head Model	Sum Qty	Sum Extended N
8/4/98	BIG BERTHA STEEL HEAD	479	\$64,514
8/5/98	BIG BERTHA STEEL HEAD	201	\$23,055
8/6/98	BIG BERTHA STEEL HEAD	236	\$24,708
8/7/98	BIG BERTHA STEEL HEAD	3109	\$492,600
8/10/98	BIG BERTHA STEEL HEAD	1613	\$257,030
8/11/98	BIG BERTHA STEEL HEAD	2925	\$464,632
8/12/98	BIG BERTHA STEEL HEAD	1867	\$304,887
8/13/98	BIG BERTHA STEEL HEAD	4653	\$736,137
8/14/98	BIG BERTHA STEEL HEAD	1969	\$321,861
8/15/98	BIG BERTHA STEEL HEAD	2885	\$452,615
8/16/98	BIG BERTHA STEEL HEAD	2248	\$364,928
8/17/98	BIG BERTHA STEEL HEAD	4870	\$811,272
8/18/98	BIG BERTHA STEEL HEAD	753	\$121,004
8/19/98	BIG BERTHA STEEL HEAD	3262	\$521,439
8/20/98	BIG BERTHA STEEL HEAD	2407	\$394,035
8/21/98	BIG BERTHA STEEL HEAD	3744	\$614,663
8/22/98	BIG BERTHA STEEL HEAD	3657	\$584,122
8/23/98	BIG BERTHA STEEL HEAD	263	\$40,237
8/24/98	BIG BERTHA STEEL HEAD	2874	\$450,586
8/25/98	BIG BERTHA STEEL HEAD	3686	\$593,407
8/26/98	BIG BERTHA STEEL HEAD	2870	\$471,591
8/27/98	BIG BERTHA STEEL HEAD	3345	\$540,639
8/28/98	BIG BERTHA STEEL HEAD	2746	\$437,657
8/29/98	BIG BERTHA STEEL HEAD	3191	\$503,929

8/30/98	BIG BERTHA STEEL HEAD	77	\$12,275
8/31/98	BIG BERTHA STEEL HEAD	5543	\$885,273
9/1/98	BIG BERTHA STEEL HEAD	2915	\$465,506
9/2/98	BIG BERTHA STEEL HEAD	3566	\$571,014
9/3/98	BIG BERTHA STEEL HEAD	2407	\$390,576
9/4/98	BIG BERTHA STEEL HEAD	1991	\$322,606
9/8/98	BIG BERTHA STEEL HEAD	1825	\$291,878
9/9/98	BIG BERTHA STEEL HEAD	2300	\$370,796
9/10/98	BIG BERTHA STEEL HEAD	1929	\$302,684
9/11/98	BIG BERTHA STEEL HEAD	4065	\$636,488
9/14/98	BIG BERTHA STEEL HEAD	3643	\$581,465
9/15/98	BIG BERTHA STEEL HEAD	4244	\$677,834
9/16/98	BIG BERTHA STEEL HEAD	2886	\$458,357
9/17/98	BIG BERTHA STEEL HEAD	3235	\$517,586
9/18/98	BIG BERTHA STEEL HEAD	1828	\$291,012
9/19/98	BIG BERTHA STEEL HEAD	134	\$21,903
9/21/98	BIG BERTHA STEEL HEAD	3515	\$558,479
9/22/98	BIG BERTHA STEEL HEAD	3561	\$553,131
9/23/98	BIG BERTHA STEEL HEAD	1644	\$258,642
9/24/98	BIG BERTHA STEEL HEAD	2887	\$456,950
9/25/98	BIG BERTHA STEEL HEAD	4843	\$761,921
9/26/98	BIG BERTHA STEEL HEAD	2	\$210
9/28/98	BIG BERTHA STEEL HEAD	3054	\$482,627
9/29/98	BIG BERTHA STEEL HEAD	5866	\$936,034
9/30/98	BIG BERTHA STEEL HEAD	5976	\$951,345
10/1/98	BIG BERTHA STEEL HEAD	3048	\$483,757
10/2/98	BIG BERTHA STEEL HEAD	4140	\$645,975
10/5/98	BIG BERTHA STEEL HEAD	4020	\$645,662
10/6/98	BIG BERTHA STEEL HEAD	2022	\$320,311
10/7/98	BIG BERTHA STEEL HEAD	2058	\$324,913
10/8/98	BIG BERTHA STEEL HEAD	2494	\$385,196
10/9/98	BIG BERTHA STEEL HEAD	2993	\$469,023
10/11/98	BIG BERTHA STEEL HEAD	16	\$2,428

10/12/98	BIG BERTHA STEEL HEAD	2121	\$341,506
10/13/98	BIG BERTHA STEEL HEAD	2030	\$324,111
10/14/98	BIG BERTHA STEEL HEAD	2334	\$364,575
10/15/98	BIG BERTHA STEEL HEAD	2770	\$447,809
10/16/98	BIG BERTHA STEEL HEAD	3206	\$493,949
10/19/98	BIG BERTHA STEEL HEAD	4410	\$683,620
10/20/98	BIG BERTHA STEEL HEAD	2902	\$467,390
10/21/98	BIG BERTHA STEEL HEAD	3311	\$536,670
10/22/98	BIG BERTHA STEEL HEAD	3281	\$515,959
10/23/98	BIG BERTHA STEEL HEAD	4083	\$630,921
10/25/98	BIG BERTHA STEEL HEAD	2	\$196
10/26/98	BIG BERTHA STEEL HEAD	2705	\$427,727
10/27/98	BIG BERTHA STEEL HEAD	4256	\$683,654
10/28/98	BIG BERTHA STEEL HEAD	5399	\$852,471
10/29/98	BIG BERTHA STEEL HEAD	5124	\$782,854
10/30/98	BIG BERTHA STEEL HEAD	3919	\$601,711
10/31/98	BIG BERTHA STEEL HEAD	1347	\$206,315
11/2/98	BIG BERTHA STEEL HEAD	3587	\$569,486
11/3/98	BIG BERTHA STEEL HEAD	5654	\$873,743
11/4/98	BIG BERTHA STEEL HEAD	7995	\$1,274,658
11/5/98	BIG BERTHA STEEL HEAD	4932	\$777,712
11/6/98	BIG BERTHA STEEL HEAD	5490	\$876,580
11/9/98	BIG BERTHA STEEL HEAD	4947	\$779,409
11/10/98	BIG BERTHA STEEL HEAD	4556	\$721,460
11/11/98	BIG BERTHA STEEL HEAD	4540	\$740,620
11/12/98	BIG BERTHA STEEL HEAD	5151	\$804,823
11/13/98	BIG BERTHA STEEL HEAD	3856	\$609,656
11/15/98	BIG BERTHA STEEL HEAD	26	\$4,427
11/16/98	BIG BERTHA STEEL HEAD	1512	\$230,306
11/17/98	BIG BERTHA STEEL HEAD	2936	\$465,084
11/18/98	BIG BERTHA STEEL HEAD	2659	\$416,799
11/19/98	BIG BERTHA STEEL HEAD	3231	\$511,646
11/20/98	BIG BERTHA STEEL HEAD	5132	\$809,961

11/21/98	BIG BERTHA STEEL HEAD	258	\$39,563
11/23/98	BIG BERTHA STEEL HEAD	2209	\$347,106
11/24/98	BIG BERTHA STEEL HEAD	2268	\$360,838
11/25/98	BIG BERTHA STEEL HEAD	2968	\$463,658
11/30/98	BIG BERTHA STEEL HEAD	3113	\$479,811
12/1/98	BIG BERTHA STEEL HEAD	2786	\$441,878
12/2/98	BIG BERTHA STEEL HEAD	5042	\$795,029
12/3/98	BIG BERTHA STEEL HEAD	3860	\$598,538
12/4/98	BIG BERTHA STEEL HEAD	4250	\$676,492
12/7/98	BIG BERTHA STEEL HEAD	3765	\$600,435
12/8/98	BIG BERTHA STEEL HEAD	3810	\$589,902
12/9/98	BIG BERTHA STEEL HEAD	2662	\$419,273
12/10/98	BIG BERTHA STEEL HEAD	2400	\$354,086
12/11/98	BIG BERTHA STEEL HEAD	2258	\$335,549
12/14/98	BIG BERTHA STEEL HEAD	803	\$122,146
	total:	316,436	\$50,077,518

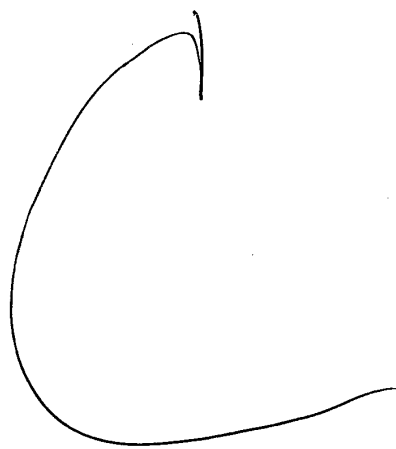


Exhibit C

Print and Advertising Expenses for Steelhead™ Clubs

Summary Charges by Product

Issue/Airing/Invoice Dates 1/1/98 - 3/1/99

16-Dec-98

Product	Print Production	Print Insertion	Print Total	TV Production	TV Traffic	TV Total	Product Total	% of Total
Big Bertha Fairway Woods			\$0.00			\$0.00		
Big Bertha Irons	\$305.00		\$305.00		\$239,354.05	\$239,354.05	\$239,659.05	1.89%
Big Bertha Metal Wood-Origin			\$0.00			\$0.00		
Biggest Big Bertha	\$51,942.92	\$1,607,373.68	\$1,659,316.59		\$4,421,272.94	\$4,421,272.94	\$6,080,589.54	47.85%
Bobby Jones Putter Series	\$4,245.00	\$40,808.34	\$45,053.34			\$0.00	\$45,053.34	0.35%
Divine Nine			\$0.00			\$0.00		
GBX Irons	\$13,058.58	\$136,061.89	\$149,120.47		\$333,219.85	\$333,219.85	\$482,340.32	3.80%
Great Big Bertha Driver	\$14,937.42	\$348,905.03	\$363,842.45		\$1,716,100.71	\$1,716,100.71	\$2,079,943.16	16.37%
Great Big Bertha Fairway Woo		\$0.00	\$0.00			\$0.00	\$0.00	0.00%
Heavenwood			\$0.00			\$0.00		
Las Vegas Golf Center		\$59,318.94	\$59,318.94			\$0.00	\$59,318.94	0.47%
Little Bertha Irons	\$3,518.00	\$88,836.94	\$92,354.94			\$0.00	\$92,354.94	0.73%
Little Bertha Woods	\$3,518.00	\$88,836.94	\$92,354.94			\$0.00	\$92,354.94	0.73%
S2H2 Metal Woods			\$0.00			\$0.00		
Steelhead Driver	\$17,307.33	\$742,231.66	\$759,538.99		\$49,385.78	\$49,385.78	\$808,924.78	6.37%
Steelhead Fairway Woods	\$14,522.33	\$540,599.41	\$555,121.74		\$237,185.40	\$237,185.40	\$792,307.14	6.24%
Tour Series Wedges	\$160.83	\$5,336.98	\$5,497.81			\$0.00	\$5,497.81	0.04%

808,924.78 +
792,307.14 +
002
1,601,231.92 *

TIPS

You gotta try it:
Two-finger test
on page 204

BLOOPERS

Birdies
& bogeys
you miss

BEST

New courses
of the year—and
how to get on them

Golf Digest®

How to play, what to play, where to play

DECEMBER 1998



FIX YOUR GAME FROM HEAD TO TOE

33 pages: How to play better with the new equipment



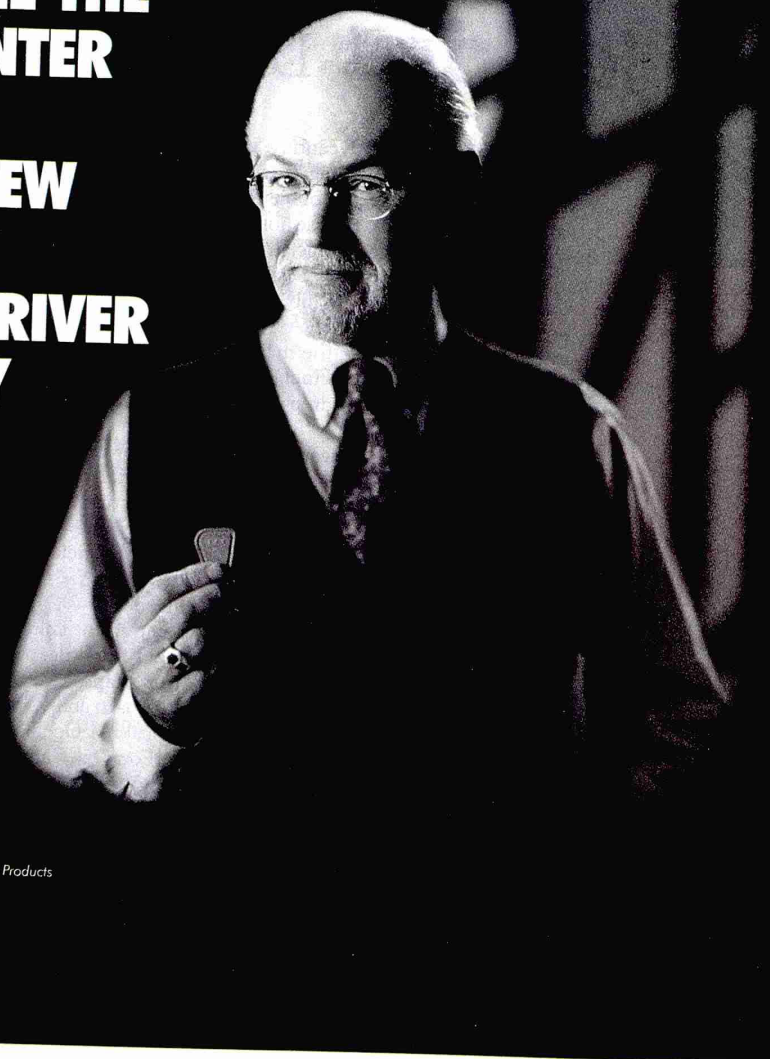
\$4.99 U.S.
\$6.99 CANADA £3.25 U.K.



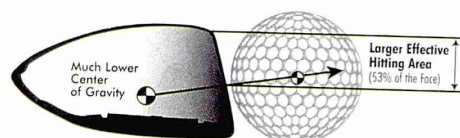
1,550,000 circulation. Largest and most preferred golf publication.

**YOU CAN'T SEE THE
LOWERED CENTER
OF GRAVITY
INSIDE THE NEW
BIG BERTHA®
STEELHEAD™ DRIVER
AND FAIRWAY
WOODS...**

**BUT YOU
WILL FEEL IT.**

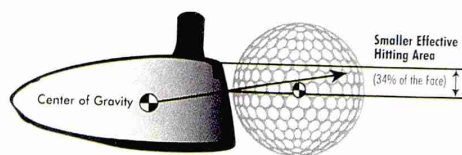


RICHARD C. HELMSTETTER,
Senior Executive Vice President and Chief of New Golf Club Products



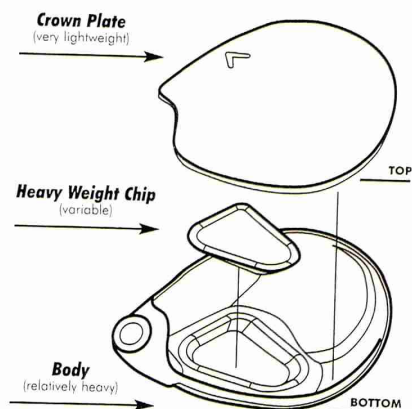
Big Bertha Steelhead 3-Wood

There is a more effective hitting area above the center of gravity.



Competitor's Shallow-Faced 3-Wood

Little effective hitting area above the center of gravity.





How did some of the makers of shallow-faced woods get the center of gravity so low in their golf clubs? Real simple. They just chopped the top off of the clubhead.

We found a better way without giving up a 30% larger, and much more forgiving hitting area. We took weight from the top of the club and moved it to the bottom.

You can't see the lowered center of gravity inside the new Big Bertha Steelhead

Driver and Fairway Woods, **but you will feel it.**

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NICKLAUS The man, the empire and his latest crisis

Golf Digest

How to play, what to play, where to play

NOVEMBER 1998

LOWER SCORES WITH LESS PRACTICE

By Jim McLean
Golf Digest
Teaching Professional

\$3.95 U.S.
\$4.50 CANADA £2.95 U.K.

11 >

A FIRST BOUND COPY

ation. www.golf.com

Introducing **THE NEW BIG B DRIVER AND F**



Q. Why did you replace the best-selling stainless steel metal woods ever made, Big Bertha War Bird® Metal Woods?

A. Because we know we have a better product in the Big Bertha Steelhead Metal Woods. They're a significant improvement. At Callaway Golf, we think the Big Bertha trademark stands for a continuing tradition of making golf more enjoyable for the average golfer. The Big Bertha Steelhead Metal Woods are the most forgiving stainless steel woods we have ever developed. Try them. *You will see, feel and hear why.*

BERTHA[®] STEELHEAD[™] FAIRWAY WOODS.

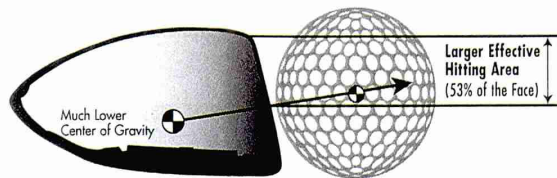
Q. Is this your attempt to come up with a shallow-faced metal wood?

A. No. We wanted to increase the average golfer's chances for a better shot from a great variety of lies. We don't think shallow-faced woods do that as well as our new Big Bertha Steelhead Metal Wood design.

Q. What is new and different about this Big Bertha Steelhead Metal Wood design?

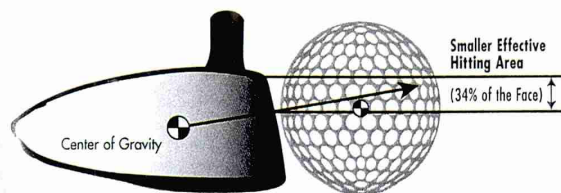
A. Each clubhead is a unique design made of three different parts: 1. An extremely lightweight, very thin crown plate. 2. A super-strong, solid face and lower body with varied thicknesses. 3. A precision-cast, stainless steel variable weight chip that is individually inserted into the body to create the exact weight and ensure the right inertial properties.

This unprecedented design concept gives us clubs that are superior to all other steel metal woods – the new Big Bertha Steelhead Drivers and Fairway Woods.



Big Bertha Steelhead 3-wood

There is more effective hitting area above the center of gravity.



Competitor's Shallow-Faced 3-wood

Less effective hitting area above the center of gravity.

Q. Why is a large hitting area useful to the average golfer?

A. Because most of us really do need the additional forgiveness provided by a larger hitting area. Besides that, we don't want to see golfers hitting pop-ups from the rough, something that often happens with shallow-faced metal woods, in our experience.

Q. What makes the Big Bertha Steelhead Metal Woods better than shallow-faced woods?

A. Three things: *First*, the design gives you the greatest amount of weight in the lower portion of the clubhead. *Second*, the center of gravity is the lowest on any metal wood design we have tested thus far. *Third*, these two features together, combined with the large effective hitting area above the center of gravity, create the most forgiving stainless steel metal wood ever. Most golfers will successfully get the ball airborne with less effort and will enjoy a better feel and an unusually pleasing sound.

Q. Why does the sole look different from the War Bird sole?

A. Our new Hawk Eye[®] sole is the result of what we learned in the five years since we designed the War Bird sole. You'll notice it is convex instead of concave, to push the turf down more effectively through impact. It also has a softer leading edge and more bounce to slide smoothly through every lie. We called it the "Hawk Eye" because it looks like a hawk's head in profile.

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Steelhead
video.**

THE ANNUAL 1999

THE BIG
INTERVIEW
Tiger goes one on one
with Mark O'Meara

Golf Digest

How to play, what to play, where to play

JANUARY 1999

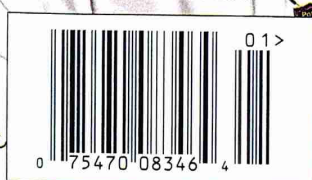
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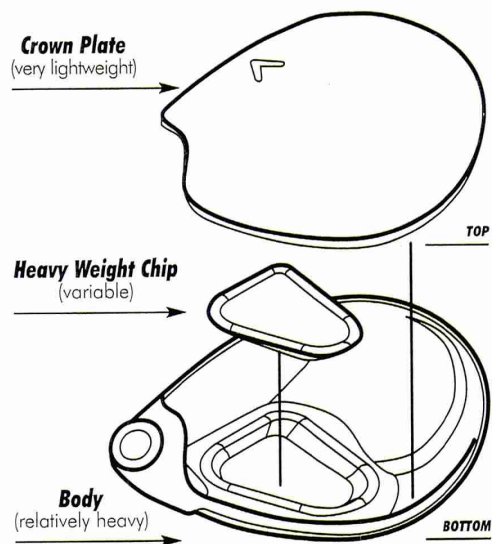
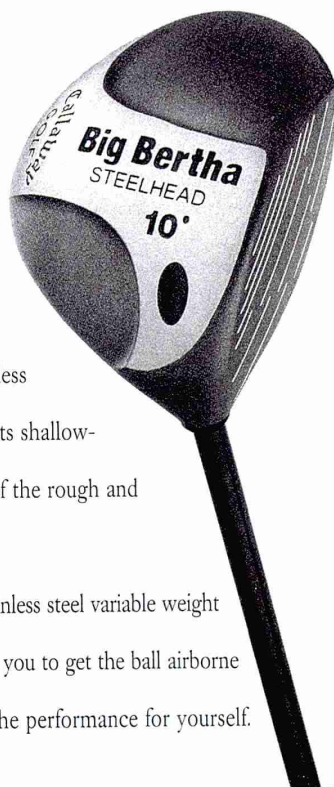
1,550,000 circulation. Largest and most preferred golf publication.

**NOTHING ABOUT
THE NEW
BIG BERTHA[®]
STEELHEAD[™]
DRIVER AND
FAIRWAY WOODS
IS SHALLOW.**



Performance runs deep inside the new Big Bertha Steelhead Metal Woods. From the large, effective hitting area to the lower center of gravity, the Big Bertha Steelhead design not only beats our own, best-selling original stainless steel Big Bertha War Bird® Woods. It also beats shallow-faced woods shot after shot—off the tee, out of the rough and off the fairway.

Inside each clubhead is Callaway Golf's stainless steel variable weight chip that lowers the center of gravity, allowing you to get the ball airborne with the greatest ease and forgiveness. Test the performance for yourself.



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WHAT'S GOING ON INSIDE OUR HEAD?



BIG BERTHA®
STEELHEAD™

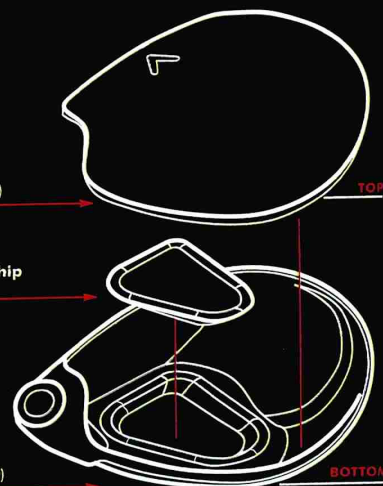
Introducing THE NEW BIG BERTHA DRIVER AND FAIRWAY



Crown Plate
(very lightweight)

Heavy Weight Chip
(variable)

Body
(relatively heavy)



Q. Why did you replace the best-selling stainless steel metal woods ever made, Big Bertha War Bird® Metal Woods?

A. Because we know we have a better product in the Big Bertha Steelhead Metal Woods. They're a significant improvement. At Callaway Golf, we think the Big Bertha trademark stands for a continuing tradition of making golf more enjoyable for the average golfer. The Big Bertha Steelhead Metal Woods are the most forgiving stainless steel woods we have ever developed. Try them. *You will see, feel and hear why.*

Q. Is come metal

A. No. We for a better shallow-fa Steelhead

Q. Wh about Metal

A. Each cl parts: 1. plate, 2. varied th variable the body inertial pr

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BERTHA® STEELHEAD™ AIRWAY WOODS.

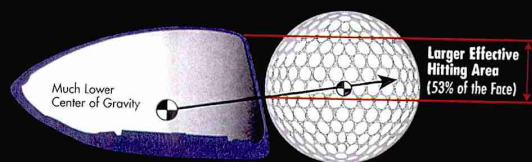
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Q. What is new and different about this Big Bertha Steelhead Metal Wood design?

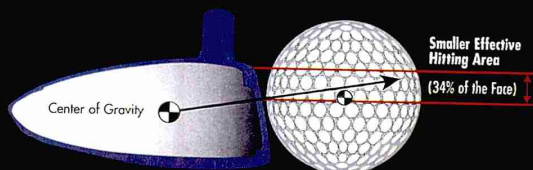
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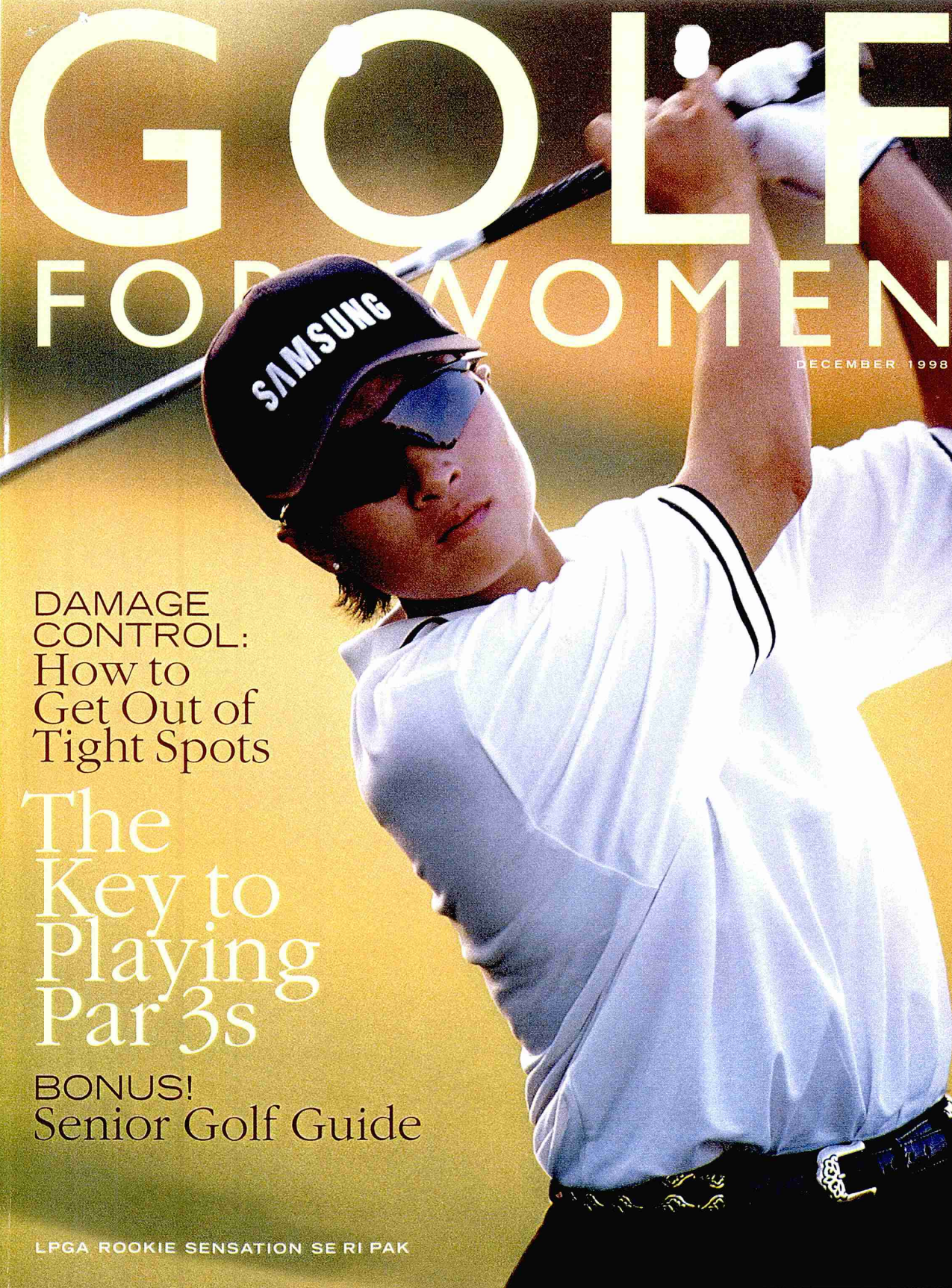
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our Big Bertha
Steelhead
video.

GOLF FOR WOMEN

A woman golfer is captured in the middle of a golf swing. She is wearing a white short-sleeved polo shirt with black piping on the sleeves, a black visor with the 'SAMSUNG' logo in white, and dark sunglasses. She is also wearing a black belt with a large, ornate silver buckle. The background is a bright, hazy yellow, suggesting a sunny day on a golf course. The overall composition is dynamic, focusing on the golfer's form and movement.

DECEMBER 1998

DAMAGE
CONTROL:
How to
Get Out of
Tight Spots

The
Key to
Playing
Par 3s

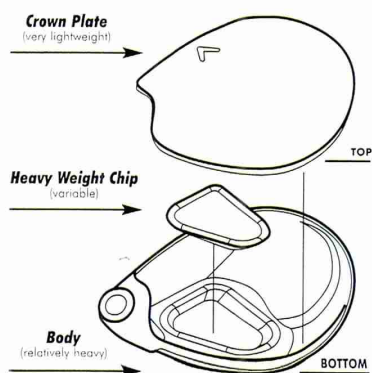
BONUS!
Senior Golf Guide

LPGA ROOKIE SENSATION SE RI PAK

**YOU CAN'T SEE THE LOWERED CENTER OF GRAVITY
INSIDE THE NEW BIG BERTHA STEELHEAD™
DRIVER AND FAIRWAY WOODS...**



BUT YOU WILL FEEL IT.



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98 SOLHEIM CUP Golf World

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Pat Hurst



Captain Judy Rankin



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Liselotte Neumann



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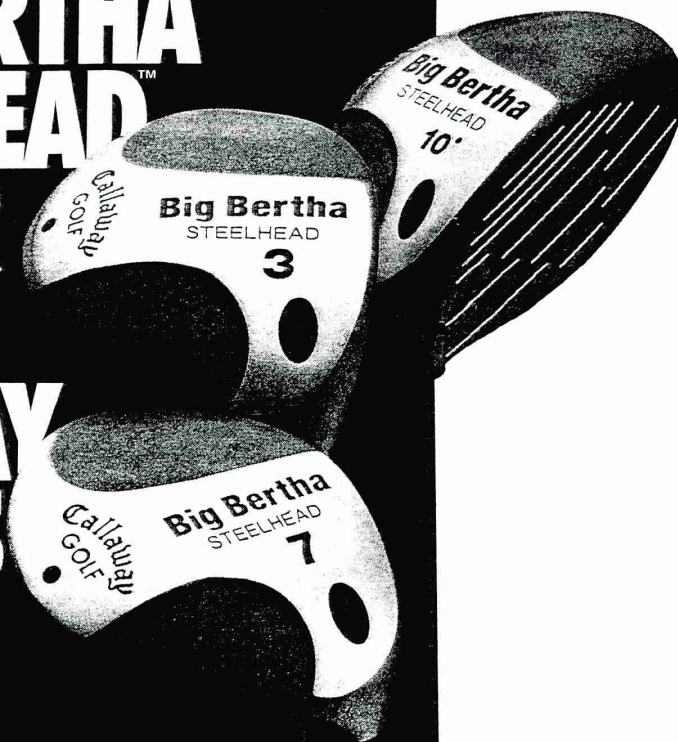
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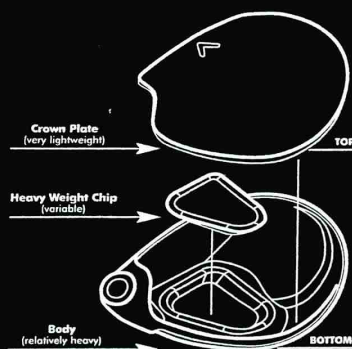
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Introducing

THE NEW BIG BERTHA[®] STEELHEAD[™] DRIVER AND FAIRWAY WOODS



Take a look at this diagram showing the inside of our new Big Bertha Steelhead Metal Woods. Each clubhead is a unique design made of three parts: a lightweight, very thin crown plate; a superstrong face and lower body; and a precision-cast, stainless steel variable weight chip. These features give the Big Bertha Steelhead Metal Woods an extremely low center of gravity and a hitting area that is one-third larger than shallow-faced metal woods. They are the most forgiving stainless steel woods we have ever developed. You've just got to try them.



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Does the



really work?

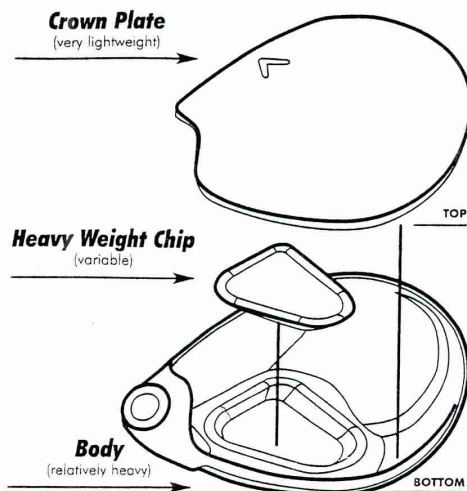
Examining golf's most important minor tour

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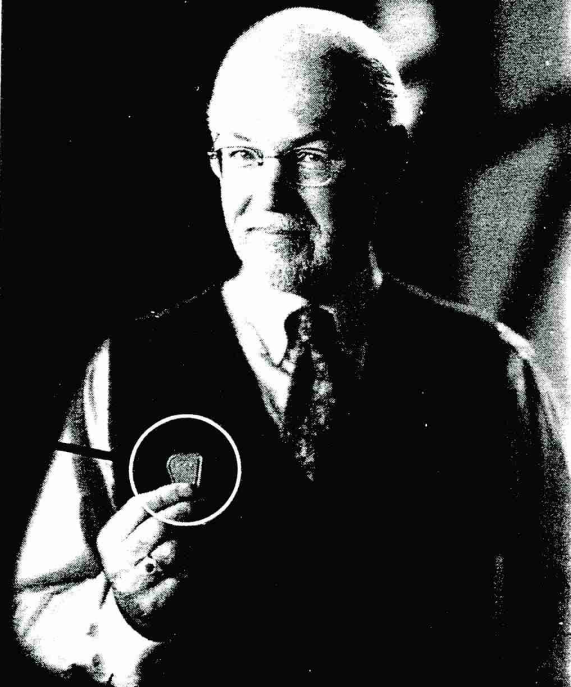
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THE TECHNOLOGY IS INSIDE.

THE NEW BIG BERTHA® STEELHEAD™ DRIVER AND FAIRWAY WOODS



**YOU CAN'T SEE THE LOWERED CENTER OF GRAVITY
INSIDE THE NEW BIG BERTHA STEELHEAD DRIVER
AND FAIRWAY WOODS. BUT YOU WILL FEEL IT.**



Take a look inside our new Big Bertha Steelhead Metal Woods. Each clubhead has a unique, three-part design: a lightweight, very thin crown plate; a superstrong face and lower body; and a precision-cast, stainless-steel weight chip that gives Big Bertha Steelhead Metal Woods an extremely low center of gravity, making these the most forgiving stainless steel woods we have ever developed. **You've just got to try them.**

RICHARD C. HELMSTETTER,
Senior Executive Vice President and Chief of New Products

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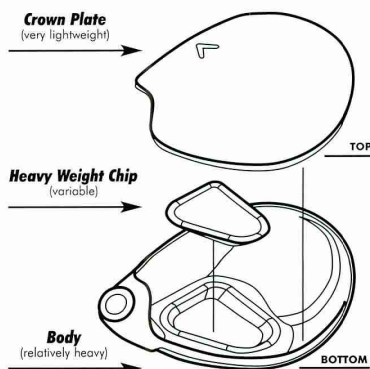
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AS APPEARING IN: GOLF WORLD 10/16/98 & GOLF FOR WOMEN 11/1/98

**YOU CAN'T SEE THE LOWERED CENTER OF GRAVITY
INSIDE THE NEW BIG BERTHA® STEELHEAD™
DRIVER AND FAIRWAY WOODS...**



BUT YOU WILL FEEL IT.



How did some of the makers of shallow-faced woods get the center of gravity so low in their golf clubs? Real simple. They just chopped the top off of the clubhead.

We found a better way without giving up a 30% larger, and much more forgiving hitting area. We took weight from the top of the club and moved it to the bottom. You can't see the lowered center of gravity inside the new Big Bertha Steelhead Driver and Fairway Woods, **but you will feel it.**

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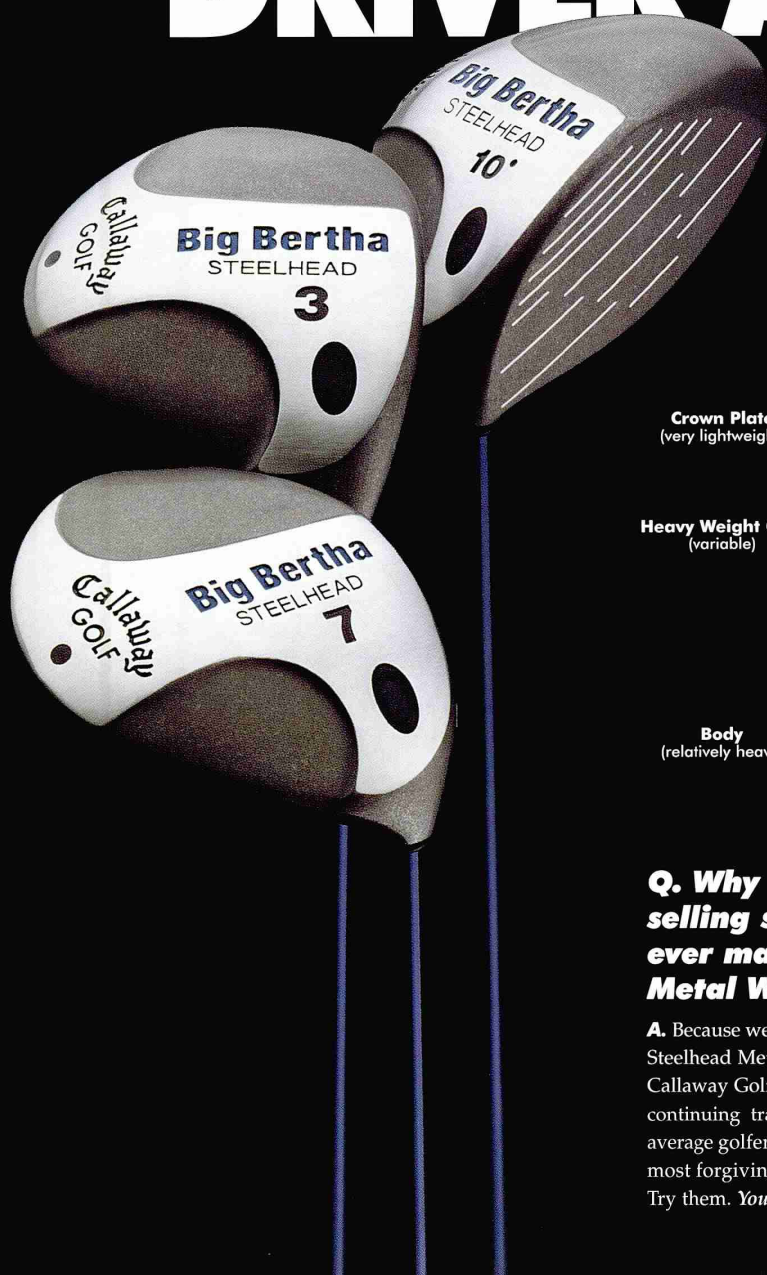
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AS APPEARING IN: PGA MAGAZINE 8/1/98, GOLF WORLD 8/14/98, GOLFWEEK 8/15/98, GOLF FOR WOMEN 9/1/98, GOLF SHOP OPERATIONS 9/1/98, GOLF DIGEST 9/1/98

Introducing

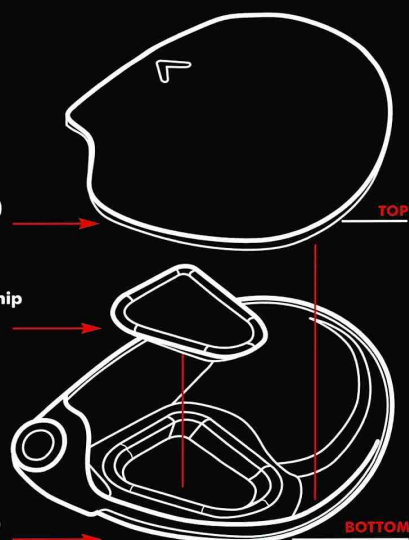
THE NEW BIG BERTHA DRIVER AND FAIRWAY



Crown Plate
(very lightweight)

Heavy Weight Chip
(variable)

Body
(relatively heavy)



Q. Why did you replace the best-selling stainless steel metal woods ever made, Big Bertha War Bird® Metal Woods?

A. Because we know we have a better product in the Big Bertha Steelhead Metal Woods. They're a significant improvement. At Callaway Golf, we think the Big Bertha trademark stands for a continuing tradition of making golf more enjoyable for the average golfer. The Big Bertha Steelhead Metal Woods are the most forgiving stainless steel woods we have ever developed. Try them. *You will see, feel and hear why.*

BERTHA® STEELHEAD™ FAIRWAY WOODS.

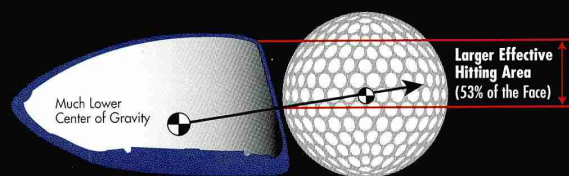
Q. Is this your attempt to come up with a shallow-faced metal wood?

A. No. We wanted to increase the average golfer's chances for a better shot from a great variety of lies. We don't think shallow-faced woods do that as well as our new Big Bertha Steelhead Metal Wood design.

Q. What is new and different about this Big Bertha Steelhead Metal Wood design?

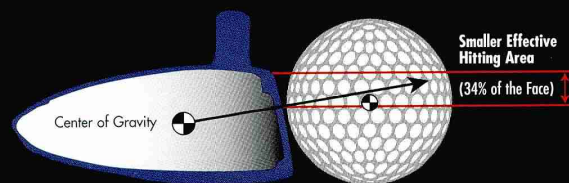
A. Each clubhead is a unique design made of three different parts: 1. An extremely lightweight, very thin crown plate. 2. A superstrong, solid face and lower body with varied thicknesses. 3. A precision-cast, stainless steel variable weight chip that is individually inserted into the body to create the exact weight and ensure the right inertial properties.

This unprecedented design concept gives us clubs that are superior to all other steel metal woods – the new Big Bertha Steelhead Drivers and Fairway Woods.



Big Bertha Steelhead 3-wood

There is more effective hitting area above the center of gravity.



Competitor's Shallow-Faced 3-wood

Less effective hitting area above the center of gravity.

Q. Why is a large hitting area useful to the average golfer?

A. Because most of us really do need the additional forgiveness provided by a larger hitting area. Besides that, we don't want to see golfers hitting pop-ups from the rough, something that often happens with shallow-faced metal woods, in our experience.

Q. What makes the Big Bertha Steelhead Metal Woods better than shallow-faced woods?

A. Three things: *First*, the design gives you the greatest amount of weight in the lower portion of the clubhead. *Second*, the center of gravity is the lowest on any metal wood design we have tested thus far. *Third*, these two features together, combined with the large effective hitting area above the center of gravity, create the most forgiving stainless steel metal wood ever. Most golfers will successfully get the ball airborne with less effort and will enjoy a better feel and an unusually pleasing sound.

Q. Why does the sole look different from the War Bird sole?

A. Our new Hawk Eye® sole is the result of what we learned in the five years since we designed the War Bird sole. You'll notice it is convex instead of concave, to push the turf down more effectively through impact. It also has a softer leading edge and more bounce to slide smoothly through every lie. We called it the "Hawk Eye" because it looks like a hawk's head in profile.

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Call for a copy of
our Big Bertha
Steelhead
video.



How did some of the makers of shallow-faced woods get the center of gravity so low in their golf clubs? Real simple. They just chopped the top off of the clubhead.

We found a better way without giving up a 30% larger, and much more forgiving hitting area. We took weight from the top of the club and moved it to the bottom.

You can't see the lowered center of gravity inside the new Big Bertha Steelhead

Driver and Fairway Woods, **but you will feel it.**

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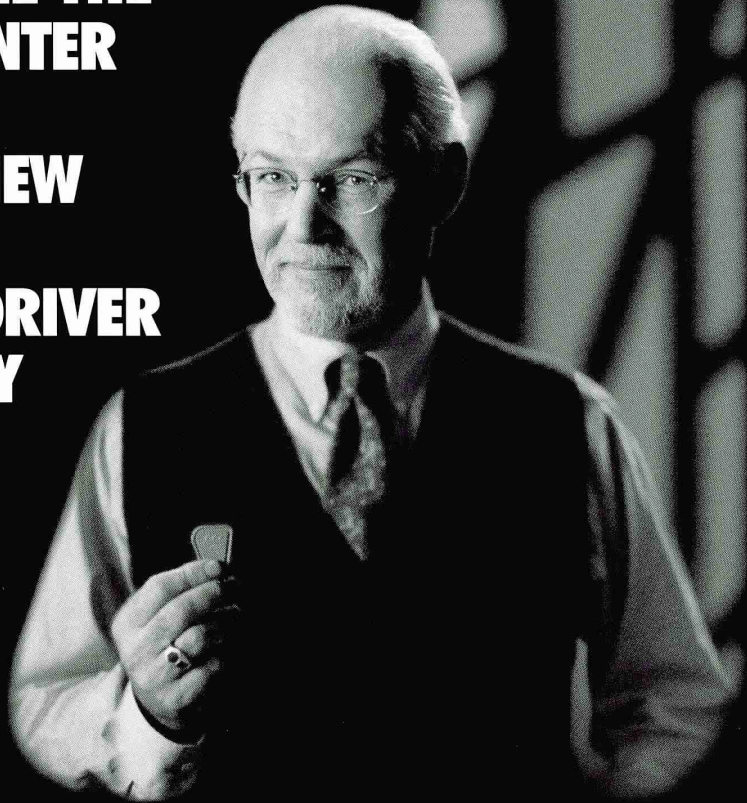
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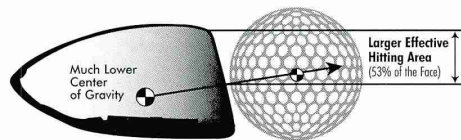
YOU CAN'T SEE THE LOWERED CENTER OF GRAVITY INSIDE THE NEW BIG BERTHA® STEELHEAD™ DRIVER AND FAIRWAY WOODS...

BUT YOU WILL FEEL IT.



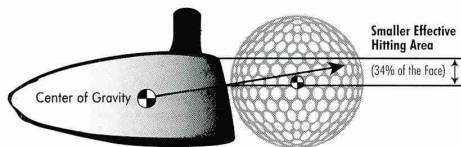
RICHARD C. HELMSTETTER,

Senior Executive Vice President and Chief of New Golf Club Products



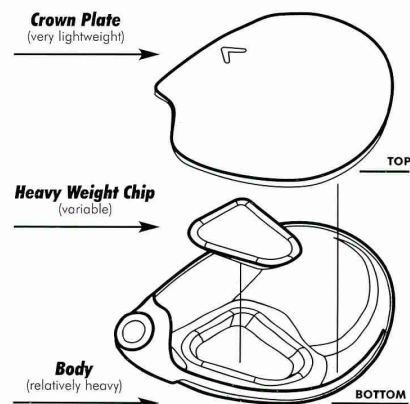
Big Bertha Steelhead 3-Wood

There is a more effective hitting area above the center of gravity.



Competitor's Shallow-Faced 3-Wood

Little effective hitting area above the center of gravity.



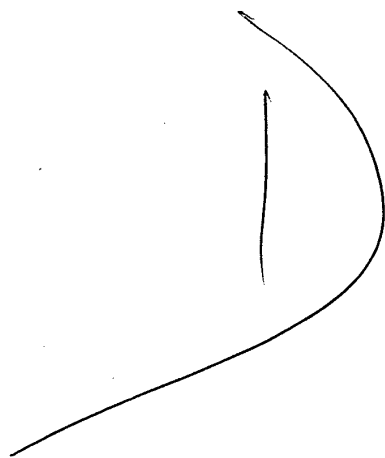


Exhibit D

Sample of Art Work for Steelhead™ Display

E

Exhibit E

Mail Order Catalogs

- Golfsmith Store, September 1998
 - Golfsmith Store, October 1998
 - Golfsmith Store, Holiday 1998
 - Herrington, Christmas Eve 1998
 - Uinta Golf, date unknown
- Edwin Watts Golf Shops, Winter 1998

- Brochure

The Golfsmith Store

SEPTEMBER 1998

BUY NOW!
Make no payment
'til next year.

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SEE PAGE 2

Callaway
GOLF

Big Bertha
STEELHEAD
10'

**FIRST TIME
ANYWHERE!**

1999 Models from
Callaway®, Titleist® & Adams®

See Pages 2-3

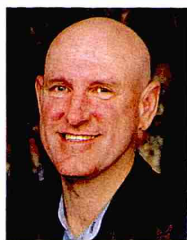
COBRA®

New Low Prices! See Page 19

NEW FALL APPAREL LINE

Reebok®, Bobby Jones®, Taylor Made®,
Forrester® and More...

See Pages 4-13



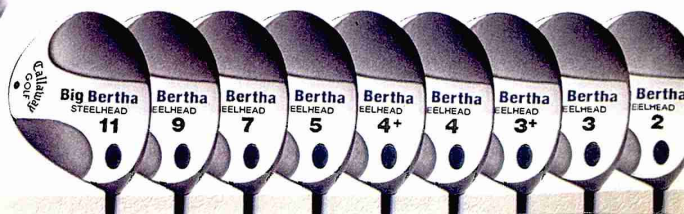
Dear Fellow Golfers,

Golfsmith has enjoyed tremendous growth to

22 retail superstores, and for some time now we've been the No. 1 golf catalog company. Our size gives us an unparalleled level of buying power with our vendors. Some of the benefits of that purchasing power are evident on this spread. These products promise to be hot topics during the holiday season and throughout 1999.

Big Bertha Steelheads are true to the Callaway tradition, which is to say innovative and different, and the Little Bertha junior clubs are just what you'd expect from the biggest name in golf. Titleist has added some more refinements to its increasingly popular iron and wedge lines. And the success story of 1998 - Adams Golf - has added a Strong 2 to its hugely popular Tight Lies line. Enjoy!

Carl



SNEAK PEEK

Titleist®

'99 Titleist DCI Irons

Titleist launches their new DCI 981 irons. They combine the same Direct Center Impact Technology found in the popular 962 model plus *progressive offset* and *lower center of gravity*. The "Strong Lofted" DCI 981SL is also being introduced. These new irons benefit players with slower swing speeds. Order either iron set today for mid September delivery!

Titleist DCI 981 Irons
RH or LH; with Tri-Spec steel in R or S flex.

RT1600 Set of 3-PW

Call for Price

RT1601 1, 2, GW, SW, LW

Call for Price

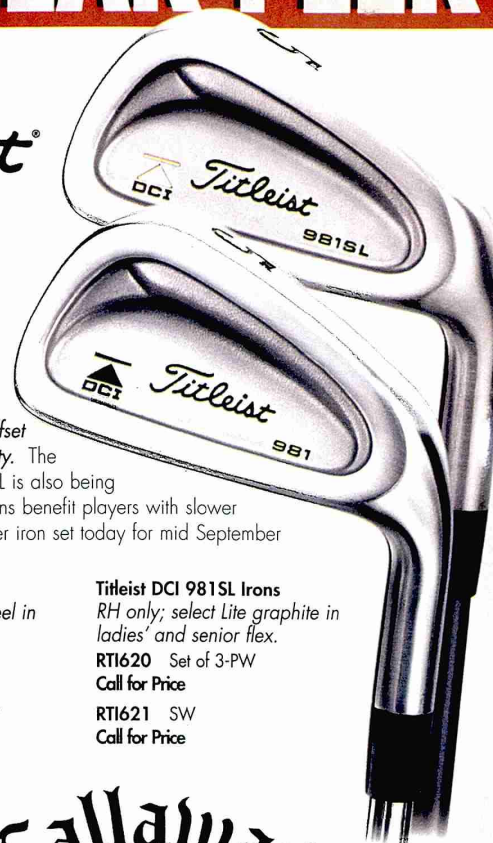
Titleist DCI 981SL Irons
RH only; select Lite graphite in ladies' and senior flex.

RT1620 Set of 3-PW

Call for Price

RT1621 SW

Call for Price



Callaway® GOLF

Callaway's NEW Line is Here! Big Bertha Steelheads

Their best stainless steel metal woods ever! The new design features a *lower center of gravity*, *custom weight chips* for precise balance, new "Hawk Eye" sole to slide better through the turf, and New RCH99 Graphite shafts.

Men's

No. 1 (6°, 7°, 8°, 9°, 10°, 11°, 12°), 2, 3, Strong 3°, 4, Strong 4°, 5, 7, 9 or 11°. (*RH only) A, R, F or S flex.

RCALL2000 Men's with RCH99 Graphite \$239.95 ea

RCALL2100 Men's with Memphis 10 Steel \$159.95 ea

Ladies'

No. 1 (9°, 10°, 11°, 12°), 2, 3, Strong 3°, 4, Strong 4°, 5, 7, 9 or 11°. (*RH only) A, R, F or S flex.

RCALL2200 Ladies' with Gems99 Graphite \$239.95 ea

OCTOBER 1998

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Make no payment
until next year.

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SEE PAGE 2

**GET A JUMP
ON HOLIDAY
SHOPPING!**

1999 Models!
from Callaway®,
Titleist® & Adams®

See Pages 2-3

NEW LOW PRICE!
COBRA® IRONS
Starting at \$399⁹⁵

See Bunker Section

**NEW FALL
APPAREL LINE**
Reebok®, Bobby Jones®,
Taylor Made®, Forrester®
and More...

See Pages 4-13

Now Accepting Orders Online! www.golfsmith.com See Page 2!

**Taylor
Made®**

**Taylor Made® Burner
Oversize Irons**

Golfsmith is proud to offer Taylor Made's very popular Burner Oversize Irons to you at a tremendous savings. These sets combine the progressive head design with a light-weight steel shaft to give you both power and precision.

RTM990 Burner Oversize Irons

Set of 3-9, PVV w/ Steel Shafts
in R or S flex. RH only.

\$399.95 Orig. \$599.95

QUANTITIES LIMITED!

**SAVE
\$200**

KillerBee 

Killer Bee 46" and 48" Drivers

Killer Bee metal woods make stepping up to a longer driver even easier. Drivers come with a BullWhip™ graphite shaft, designed to generate unsurpassed clubhead speed — increasing distance by 20 to 40 yards!

RKBT46 Titanium 46" Driver

\$149.95 Orig. \$299.95
RH/LH. 10° only, in R or F flex.

**1/2
PRICE!**

BULLWHIP

KillerBee 

**Big Bertha Steelheads
Callaway's NEW Line is Here!**

Their friendliest and most forgiving stainless steel metal wood yet! The new design features a lower center of gravity, custom weight chips for precise balance, new "Hawk Eye" sole to slide smoothly through any lie and a face that is deep enough to use in the fairway or off the tee.

Men's

No. 1 (6*, 7*, 8*, 9*, 10*, 11*, 12°), 2, 3,

Strong 3*, 4, Strong 4*, 5, 7, 9 or 11*. (*RH only)
A, R, F or S flex.

RCALL2000

Men's with RCH99 Graphite
\$239.95 ea

RCALL2100

Men's with Memphis 10 Steel
\$159.95 ea

Ladies'

No. 1 (9°, 10°, 11°, 12°), 2, 3, Strong 3*, 4, Strong 4*, 5, 7, 9 or 11*. (*RH only)
A, R, F or S flex.

RCALL2200

Ladies' with Gems 99
Graphite
\$239.95 ea



3

Stylish windshirts are a breeze.

Features double-layer mesh construction for added protection from wind and rain, and sporty accents on the cuffs and collar. Men's M, L, XL, 2X, 3X in Navy, Khaki and Black. 100% High cone coated nylon. Imported.

R10509 Tour Tech Fanny \$44.95

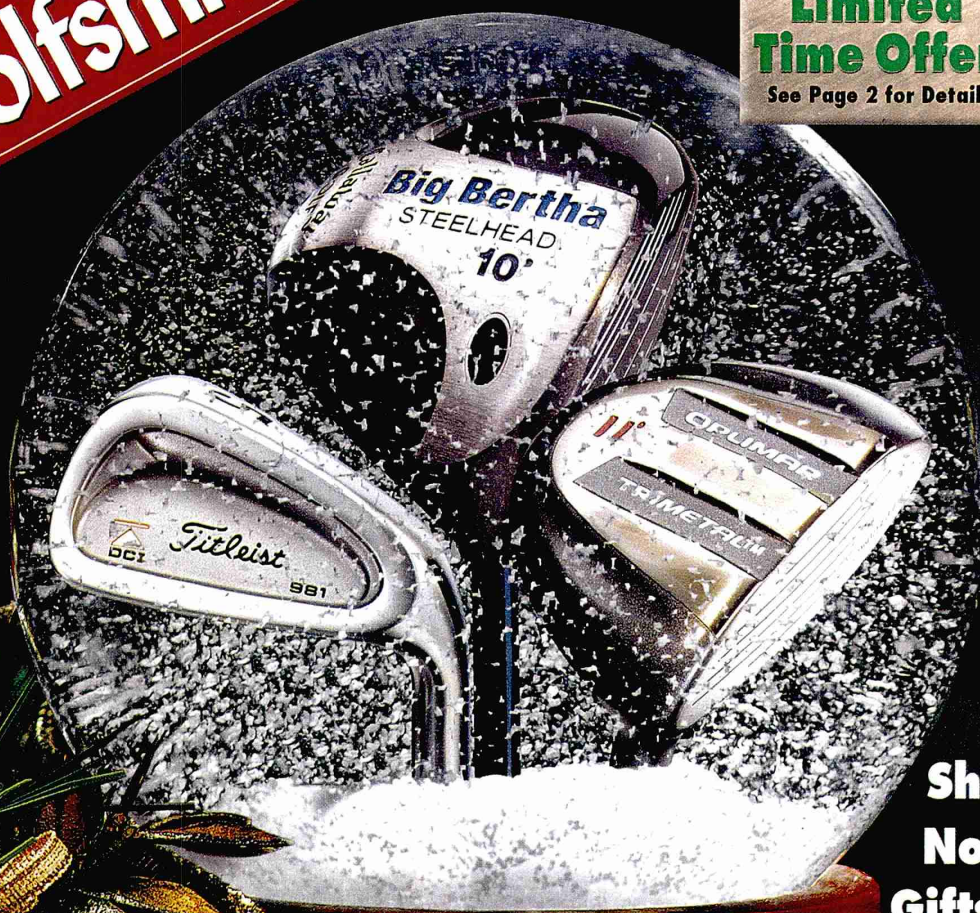
HOLIDAY 1998

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C
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Steelheads



D
Tungsten-
Titanium Irons



E
X-12 Irons



Callaway®

How Golf Should Feel®

Introducing Big Bertha Steelheads

Their best stainless steel metal woods ever! The new design features a lower center of gravity, custom weight chips for precise balance, new "Hawk Eye" sole to slide better through the turf, and new RCH99 Graphite shafts.

Herrington

The Enthusiasts' Catalog

Christmas Eve '98

***Still Time to
Order for
Christmas!***

*Fine Golf,
Motoring,
Travel,
Fitness,
Photography,
Audio, and
Executive
Gifts.*



Coach Briefcase — p. 4!



New Big Bertha Steelhead Driver and Fairway Woods With Hawk Eye™ Sole Give You Deadly Aim, and the Range Of a Raptor — From Anywhere On the Course!

The assignment to Dick Helmstetter, Callaway's brilliant Chief of New Products, was daunting. All Ely wanted was to replace the venerable Big Bertha Warbird — the best-selling, most popular stainless steel wood in the history of golf — with a new club significantly superior in performance, feel, and forgiveness (even the sound had to improve!). A club that would extend and widen Callaway's domination of the hotly competitive, standard-sized, stainless-steel market. And a club that, from the first swing, would easily convince millions of Warbird devotees that yes, at long last, it was time to retire that trusty old warhorse with honors, and replace it with Steelhead. Here's how Dick succeeded.

Deep Face — Using science instead of fashion, Helmstetter's team determined that a modest 15cc increase in volume (to 214cc from Warbird's 199cc) yielded significant benefits to the average golfer. And by spending millions in casting R&D, Helmstetter was able to redefine the limits of casting technology. So remarkably, Steelhead weighs not one single gram more than Warbird, yet gives you a larger effective hitting area, with a deeper, confidence-insuring face. All in a smoothly contoured clubhead that retains classic Callaway good looks. But that's not all.

Low Weight — Steelhead consists of three ingeniously cast components that give it readily apparent performance advantages, and a unique personality. Helmstetter knew if he could create a clubhead top, or "crown plate", of unprecedented thinness and light weight, he could solve once and for all the weight distribution trade-off that until now had confounded every club designer. So Steelhead's top surface is incredibly thin, though not in the least fragile. The weight saved on top enabled Helmstetter to then cast a heavier, unusually strong, one-piece lower body and face — and still have weight left over to insert heavy weight chips low in the sole! Each chip is custom tailored from 2 to 20 grams depending on loft. As a result, Steelhead's center of gravity is now the lowest of any metal wood ever designed. Here's why that helps your game.

On the Course — With its cast, heavier bottom and weight chip inserts, Steelhead gives you the largest effective hitting area, *above the center of gravity*, of any stainless metalwood, period. Why does this matter? Because with most of the face positioned well above the center of gravity, Steelhead imparts less spin to the ball for a far better, more accurate trajectory. And Steelhead's exceptionally low center of gravity makes it just plain easier to get the ball airborne — from any lie, including thin turf and wiry rough. But unlike shallow-faced clubs, Steelhead's deeper face and generously larger effective hitting area makes it simple to make solid contact — the Callaway forgiveness factor that helps most of us play better, and enjoy the game more! Steelhead features the new, smoothly contoured Hawk Eye sole that glides effortlessly through the turf, with a softer leading edge that won't dig. And the tightly integrated cast components create a powerful, satisfying sound on impact that reminds me of the sharp report of a .32 cal. Walther PPK

in full roar! Please select men's or ladies'; steel or the new RCH 99 graphite shaft; and regular, firm or Senior's graphite.

Callaway Big Bertha Steelhead Metal Woods:

Steel — \$169.00 Graphite — \$249.00

6° Driver	#GS908	#GS906
7° Driver	#GS909	#GS907
8° Driver	#GS910	#GS923
9° Driver	#GS911	#GS924
10° Driver	#GS912	#GS925
11° Driver	#GS913	#GS926
12° Driver	#GS914	#GS927
#2 Wood	#GS915	#GS928
#3 Wood	#GS916	#GS929
#3+ Wood	#GS917	#GS930
#4 Wood	#GS918	#GS931
#5 Wood	#GS919	#GS932
#7 Wood	#GS920	#GS933
#9 Wood	#GS921	#GS934
#11 Wood	#GS922	#GS935



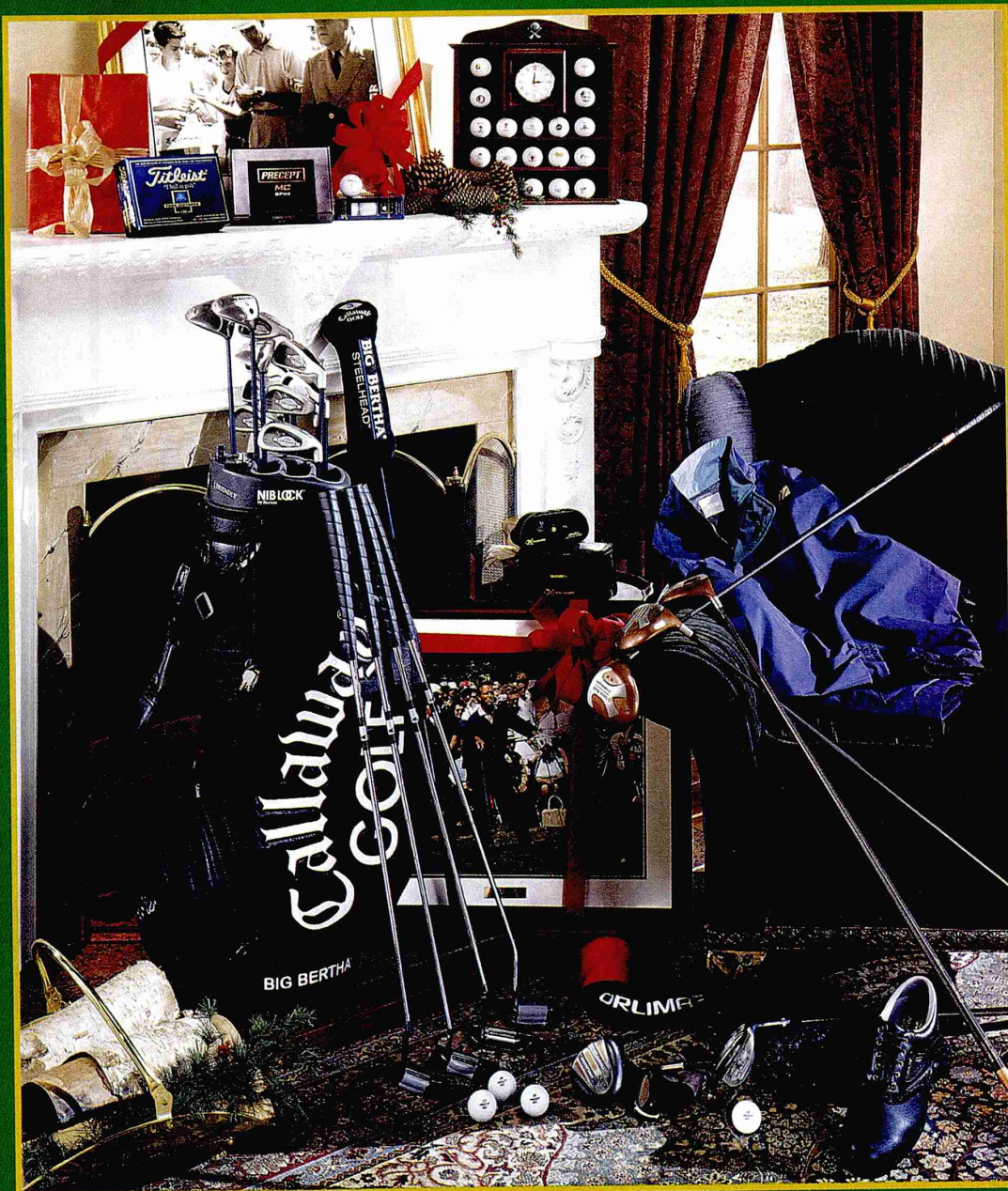


Winter 1998

EDWIN WATTS

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Celebrating Our 30th Anniversary

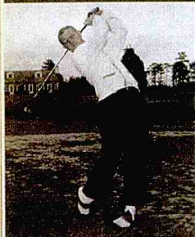


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CALLAWAY GOLF

GREAT MOMENTS IN GOLF



A golden era in golf history arrived with the debut of a stocky amateur named Jack Nicklaus, shown here at Augusta in 1959.

Historic golf prints from the Ron Watts Collection are available on pages 64-65.



A. Great Big Bertha® Tungsten•Titanium™ Irons

The most accurate-hitting irons ever designed at Callaway Golf

- The lowest and deepest sweet spot of any iron
- The unique tungsten inset—representing 15% of the clubhead volume but 40% of the weight—keeps the clubhead the ideal size and the center of gravity in the ideal location

1 iron – pitching wedge, approach, sand & lob wedge in men's, ladies' & seniors' right & left hand with lightweight steel or graphite shafts.

	M-10 Special Lt. Wt. Steel	RCH Series 96 Graphite
3-Pitching Wedge	\$1299.99	\$1499.99
2-Pitching Wedge	1459.99	1679.99
1, 2 Iron, Approach, Sand or Lob Wedge	189.99	219.99



Custom Fit Options Available

New

	M-10 Lt. Wt. Steel	Dynamic Gold or Rifle Steel	SensiCore Steel	RCH Series Graphite
3-Pitching Wedge	\$699.99	\$849.49	\$ 899.99	\$ 899.99
2-Pitching Wedge	789.99	949.99	1009.99	1009.99
1, 2 Iron, Approach Sand or Lob Wedge	99.99	119.99	129.99	129.99



Steelhead™
3 Wood

B. NEW Big Bertha® Steelhead™ Metal Woods

Callaway's friendliest and most forgiving stainless steel metal wood yet

- Lower center of gravity makes it easier to get the ball airborne
- Clubheads are precisely balanced with stainless steel variable weight chips
- Ultra-lightweight crown plate allows for more weight in the body and sole
- Features the new Hawk Eye® sole and Callaway's exclusive S2H2® design with Tru-Bore® technology
- Available with Memphis 10 steel shaft or the new RCH Series 99 graphite shaft

6°, 7°, 8°, 9°, 10°, 11° & 12° driver, 2, 3 Strong 3, 4, Strong 4, 5, 7, 9 & 11 wood in men's & ladies' right hand. 9°, 10°, 11° & 12° driver, 2, 3, 4, 5, 7 & 9 wood in men's & ladies' left hand.

	Memphis 10 Steel	RCH Series 99 Graphite
Each Wood	\$159.99	\$249.99

D. NEW Big Bertha® X-12™ Irons

The best stainless steel irons ever

- New unique look
- Low center of gravity helps get the ball airborne. Narrower sole reduces turf drag
- Patented S2H2® (Short Straight Hollow Hesel) technology transfers weight to the hitting area
- Varied 360° undercut channel creates a thinner profile and optimal weighting
- Unique multi-layer design increases forgiveness on off-center hits
- Tru-bore® technology for improved stability, feel

1 iron – pitching wedge, approach, sand & lob wedge in men's & ladies' right & left hand with steel or graphite shafts. Flat, standard & upright lies available.

Callaway® GOLF

C. Biggest Big Bertha™ Titanium Drivers

The most forgiving, most effective, most effortless driver to hit for all skill levels

- 15% bigger than the Great Big Bertha® Titanium Driver
- Ultralight graphite shaft
- Gives golfers more confidence; gets the ball airborne with more forgiveness
- Drives the ball straighter with ease

6°, 7°, 8°, 9°, 10°, 11° & 12° driver in men's right hand. 10°, 11° & 12° driver in ladies' & seniors' right hand. 7°, 9°, 10°, 11° & 12° driver in men's left hand.

With Ultralight

Graphite Shaft **Call For Price**

With RCH Pro Series

Graphite Shaft **Call For Price**



RCH Pro Series
Graphite
Shaft

E. Big Bertha® Tour Series Wedges

- Designed for mid to low handicap amateurs as well as tour professionals
- Incorporates Big Bertha features in a traditionally styled "teardrop" head design

48° pitching, 52° approach, 56° sand & 60° lob in men's right hand with steel or graphite shaft. Stainless model with graphite shaft in men's left hand.

	M-10 Lt. Wt. Steel	RCH Series 96 Graphite
Stainless	\$89.99	\$109.99
Aluminum		
Bronze "Gold"	99.99	129.99



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GOLF**

Callaway Steelhead Drivers and Fairway Woods

- Unique clubhead design consisting of three key components:
- Extremely lightweight, thin crown
- Superstrong, solid face and lower body
- Precision cast, stainless steel variable weight chip inserted into body provides an extremely low center of gravity, creating Callaway's easiest to hit woods ever!
- Large effective hitting area increases playability from all types of lies
- Hawk Eye sole slides smoothly through every lie

Available in 6°, 7°, 8°, 9°, 10°, 11°, 12° driver; 2, 3+, 3, 4+, 4, 5, 7, 9, 11 Woods in Men's RH. Also available in Men's LH and Ladies' RH&LH. Memphis 10'98 steel or RCH 99 graphite.

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- 8" stand bag designed by Sun Mountain
- Features a dual-strap system, making it more comfortable and easier to carry
- Includes graphite shaft protection and zippered rain hood

Uinta Golf's price was \$119.95 Now \$92.95



Sir Isaac Bags

Two new colors:
French blue, and
black and charcoal
Call for Uinta
Golf's price.



Ladies' Gems Bags

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Medallion Stand Bag

Lightweight and durable, this
bag is perfect for those who
love to walk the course.

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\$16.98

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Callaway Little Bertha Clubs

- These sets are specially designed for junior golfers using the same breakthrough technology as Big Bertha products.
 - Clubs are made of the same quality materials as adult Big Bertha products
 - Made in two sizes: Medium for kids 4'0" to 4'7" and Tall for kids 4'8" to 5'2" tall
- Set includes a Little Bertha Steelhead driver plus three Little Bertha X-12 irons (6-iron, 8-iron, and wedge) a Little Bertha Putter, and a Little Bertha logo stand bag.

Call for Uinta Golf's price.

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THE NEW BIG BERTHA® STEELHEAD™ METAL WOODS

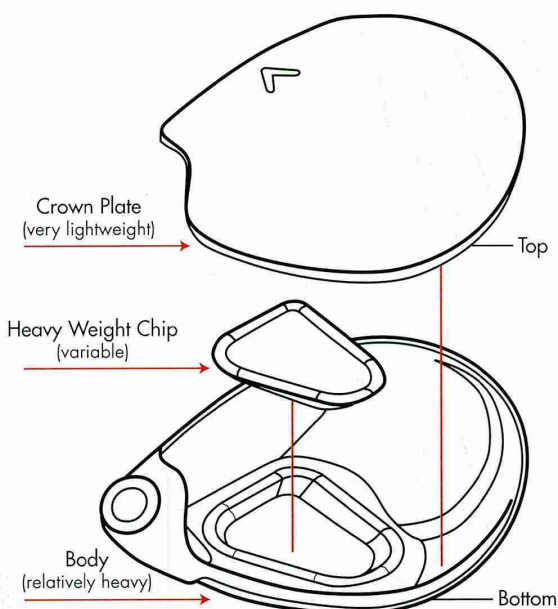
Our Best Stainless Steel Drivers
and Fairway Woods Ever



INTRODUCING BIG BERTHA STEELHE

Q. Why did you replace the best-selling stainless steel metal woods ever made, Big Bertha War Bird® Metal Woods?

A. Because we know we have a better product in the Big Bertha Steelhead Metal Woods. They're a significant improvement. At Callaway Golf, we think the Big Bertha trademark stands for a continuing tradition of making golf more enjoyable for the average golfer. The Big Bertha Steelhead Metal Woods are the most forgiving stainless steel woods we have ever developed. Try them. *Then you will see, feel and hear why.*

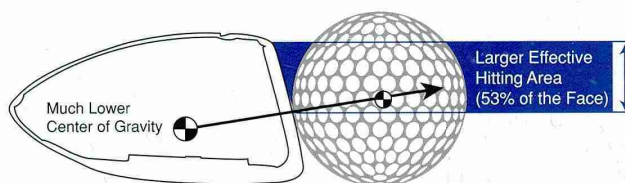


Q. What is new and different about this Big Bertha Steelhead Metal Wood design?

A. Each clubhead is a unique design made of three different parts:

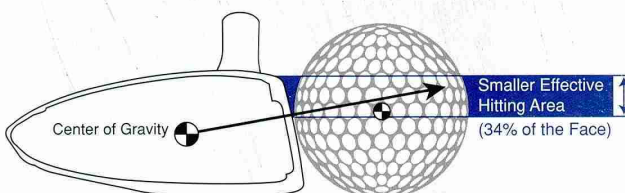
1. An extremely lightweight, very thin crown plate.
2. A superstrong, solid face and lower body with varied thicknesses.
3. A precision-cast, stainless steel variable weight chip that is individually inserted into the body to create the exact weight and ensure the right inertial properties.

This unprecedented design concept gives us clubs that are superior to all other steel metal woods – the new Big Bertha Steelhead Drivers and Fairway Woods.



Big Bertha Steelhead 3-wood

There is more effective hitting area above the center of gravity.



Competitor's Shallow-Faced 3-wood

Less effective hitting area above the center of gravity.

Q. Is this your attempt to come up with a shallow-faced metal wood?

A. No. We wanted to increase the average golfer's chances for a better shot from a greater

AD DRIVERS AND FAIRWAY WOODS

variety of lies. We don't think shallow-faced woods do that as well as our new Big Bertha Steelhead Metal Wood design.

Q. What makes the Big Bertha Steelhead Metal Woods better than shallow-faced woods?

A. Three things: *First*, the design gives you the greatest amount of weight in the lower portion of the clubhead. *Second*, the center of gravity is the lowest on any metal wood design we have tested thus far. *Third*, these two features together, combined with the largest effective hitting area above the center of gravity, create our most forgiving stainless steel metal wood ever. Most golfers should successfully get the ball airborne with less effort and will enjoy a better feel and an unusually pleasing sound.

Q. Why is a large hitting area useful to the average golfer?

A. Because most of us really do need the additional forgiveness provided by a larger hitting area. Besides that, we don't want to see golfers hitting pop-ups from the rough, something that often happens with shallow-faced metal woods, in our experience.

Q. Could you explain how you designed the new weighting in the Big Bertha Steelhead Metal Woods?

A. In the past, the Big Bertha War Bird Driver was manufactured by attaching a sole plate. That made it difficult to get the weight down low. This new design precisely matches three components: a very light, very thin crown plate; a heavier, very strong body and face; and a steel weight chip, from 2 grams to 20 grams. That's what gives the Big Bertha Steelhead Metal Woods their much lower center of gravity.

Q. Why does the sole look different from the War Bird sole?

A. Our new Hawk Eye® sole is the result of what we have learned in the five years since we introduced the War Bird sole. You'll notice it is convex instead of concave, to push the turf down more effectively through impact. It also has a softer leading edge and more bounce to slide smoothly through every lie. We called it the "Hawk Eye" because it looks like a hawk's head in profile. And, like all clubs manufactured by Callaway Golf Company, the Big Bertha Steelhead Metal Woods conform with USGA Rules.

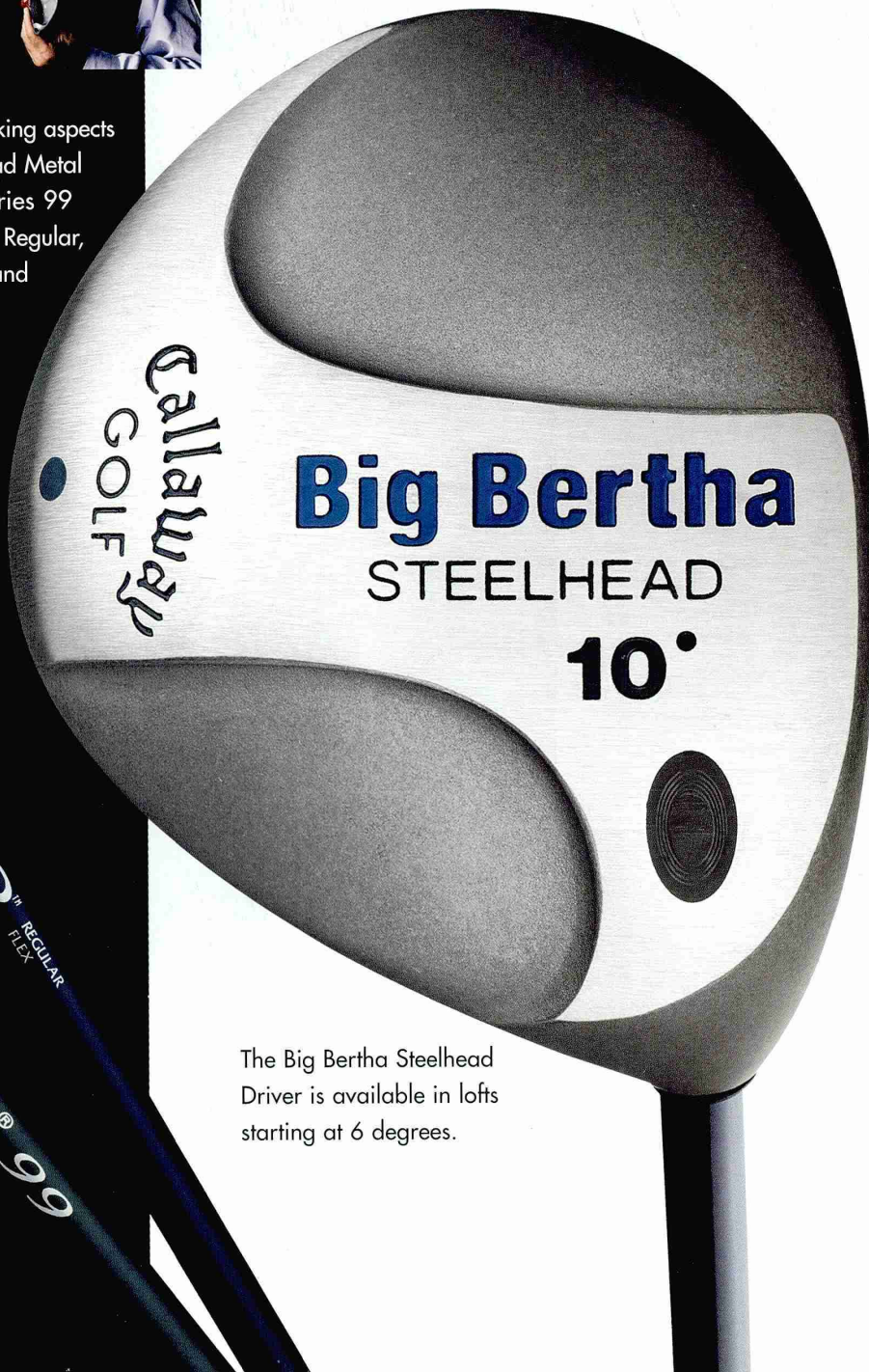




Chief of New Products Richard Helmstetter's

Vision: To create truly new and different Big Bertha stainless steel metal woods with a lower center of gravity to deliver a better trajectory and more forgiveness.

The Shaft. One of the striking aspects of the Big Bertha Steelhead Metal Woods are the RCH Series 99 shafts. Available in Light, Regular, Firm and Strong Flexes, and Ladies' Gems.

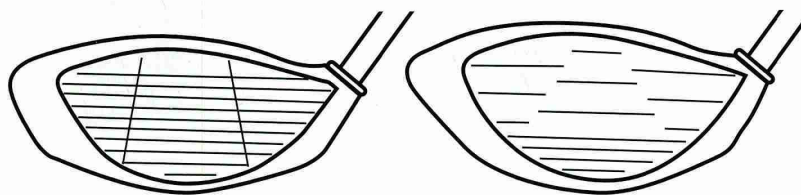


The Big Bertha Steelhead Driver is available in lofts starting at 6 degrees.

The Driver

WHEN IT COMES TO DRIVERS, THE BIG BERTHA STEELHEAD DRIVER IS BETTER.

Notice the larger hitting area of the Big Bertha Steelhead Driver compared with the Big Bertha War Bird Driver.



**The Big Bertha
War Bird Driver**

**The Big Bertha
Steelhead Driver**

The **face** on Big Bertha Steelhead Driver has been enlarged to make it more forgiving. And the volume has increased from 199cc to 214cc.

We pushed the limits of stainless steel casting technology to create a bigger steel clubhead. We lowered the center of gravity and repositioned it closer to the shaft to make the Big Bertha Steelhead Driver even more forgiving. Because of our extremely lightweight, very thin crown plate, we've been able to increase the size of the clubhead without increasing the weight.

The ball spins less when you use a Big Bertha Steelhead Driver because we fine-tuned the face. The result is a better trajectory with more roll. Just what you want from a driver. And what you'd expect from a Callaway Big Bertha Driver.

These are the finest stainless steel drivers we've ever made.

A HAWK'S HEAD.

It looks just like a hawk's head in profile, hence the name "Hawk Eye" sole. You'll notice the smooth, rounded design of the toe and heel.

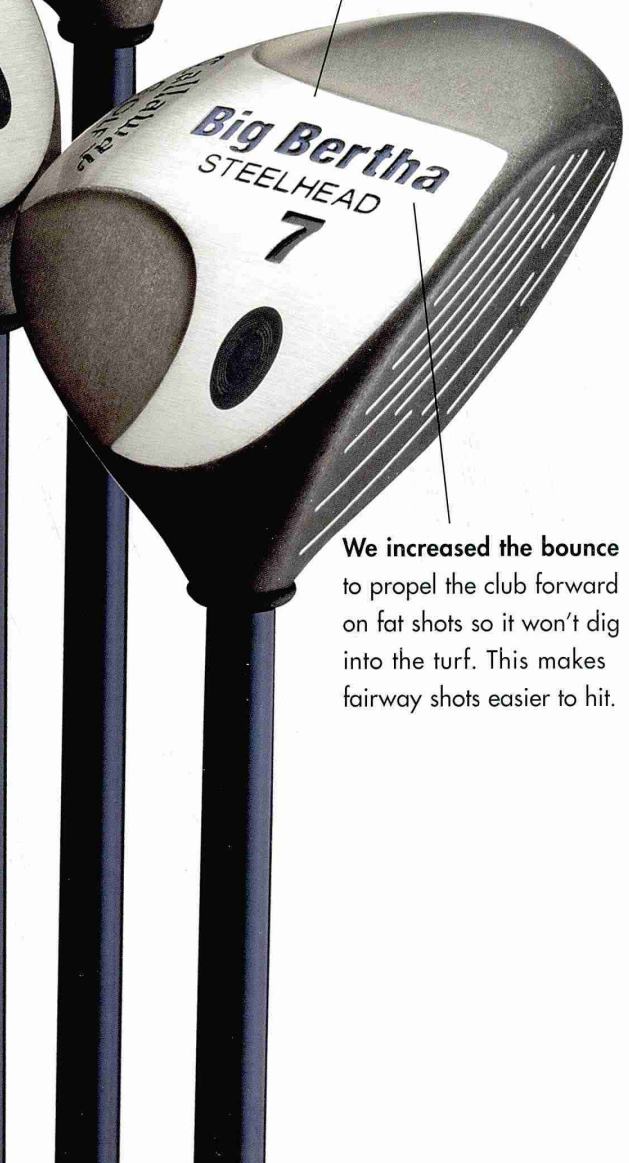




This section is slightly flatter to increase the club's ability to slide on top of turf or go after balls in divots.



A complete line of Big Bertha Steelhead Fairway Woods is available in both right and left-handed in both men's and ladies' models, including: 2, 3, Strong 3, 4, Strong 4, 5, 7 (HeavenWood®), 9 (Divine Nine®) and 11 (Ely Would®).



We increased the bounce to propel the club forward on fat shots so it won't dig into the turf. This makes fairway shots easier to hit.

The Fairway Woods

IN FAIRWAY WOODS, TOO SHALLOW AND TOO SMALL IS TOO HARD TO HIT.

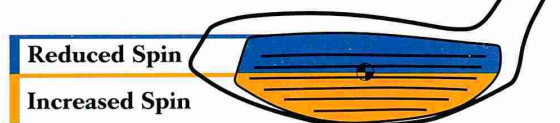
Other equipment manufacturers have to design a smaller, shallow-faced clubhead to lower the center of gravity. While we agree that a lower center of gravity is truly helpful to golfers, sacrificing an effective hitting area on the face is not. The real benefit to the golfer occurs when you strike the ball above the center of gravity, imparting less spin to the ball, and producing a far better trajectory. That's why our Big Bertha Steelhead Fairway Woods have a deeper face – to give you room to hit the ball above the center of gravity. Our unique, advanced internal-weighting system allows us to put the center of gravity even lower than any other fairway wood we've tested, while still maintaining a friendly and forgiving clubhead. No other fairway woods are as forgiving as the Big Bertha Steelhead Fairway Woods.



Big Bertha Steelhead 3-wood



Big Bertha War Bird 3-wood



Shallow-Faced Fairway Wood

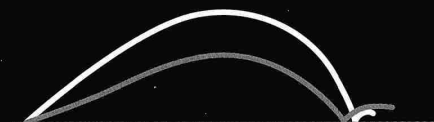
Blue is better. The more room you have above the center of gravity, the better the ball performs.

PUT SOME FAIRWAY WOODS IN YOUR BAG. THEY'RE EASIER TO HIT THAN LONG IRONS.

Take a look at how much you'll gain by putting Big Bertha Steelhead Fairway Woods in your bag. They are much easier to hit than long irons and they land more softly.



7-wood vs. 3-iron



9-wood vs. 4-iron



11-wood vs. 5-iron

BIG BERTHA[®] STEELHEAD[™] METAL WOODS

**OUR BEST STAINLESS STEEL DRIVERS
AND FAIRWAY WOODS EVER**

- **LOWER CENTER OF GRAVITY THAN ANY
METAL WOOD WE'VE EVER MADE**
-

- **VARIABLE CUSTOM WEIGHT CHIPS TO PRECISELY BALANCE EACH CLUB**
- **NEW ULTRA-LIGHTWEIGHT CROWN PLATE ALLOWS FOR MORE WEIGHT IN THE BODY AND SOLE**
- **IDEAL FAIRWAY WOOD SIZE AND A FACE THAT'S DEEP ENOUGH TO HELP PREVENT POP-UPS**
- **HAWK EYE® SOLE THAT GLIDES SMOOTHLY THROUGH THE TURF**
- **NEW RCH SERIES 99® SHAFT WITH A GREAT SWING FEEL AND AN IDEAL FLEX POINT**

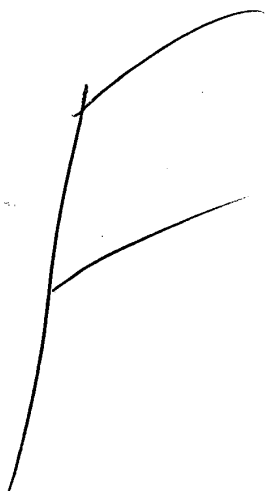


Exhibit F

- **Sample articles from national magazines**
- **Sample articles from local newspapers**

Golf World®

INTERNATIONAL NEWS MAGAZINE OF GOLF / A GOLF DIGEST PUBLICATION • AUGUST 14, 1998 • \$2.95

Does Phil Mickelson

*have what
it takes to
win a major
championship?*

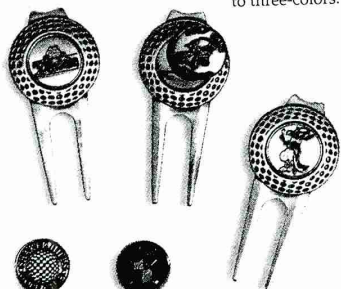
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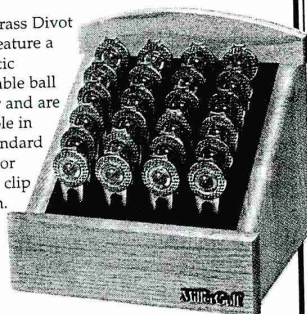
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Callaway's new weapons take a smaller approach

When Colin Montgomerie paid a visit to Callaway Golf in Carlsbad, Calif., the week prior to the U.S. Open, he grew attached to a prototype strong 3-wood and insisted upon taking it with him to The Olympic Club.

"The lawyers were freaking out," said Richard Helmstetter, chief of new products for Callaway Golf. "He said it was too good to give it back."

Callaway officials reluctantly agreed, but only after receiving Montgomerie's assurances that he would assiduously guard the club and keep from exposing it. Nevertheless, news of Montgomerie's secret weapon made the rounds at the Open, and everyone from fellow players to rival equipment representatives tried to poke through his bag.

"He didn't do a very good job," Ely Callaway said, laughing.

Finally, introductions are in order. Meet the Big Bertha Steelhead woods, unveiled this week during the PGA Championship and coming soon to a golf shop near you. Contrary to rumor, the fairway woods are not shallow-faced, nor were they introduced in response to the success of Adams' Tight Lies and Orlimar's Trimetal woods, Callaway officials say.

"We began working on these in 1993," Helmstetter insisted. "This was definitely not a reaction to Orlimar and Adams. It was a reaction to wanting to improve on the War Bird."

The Big Bertha Steelheads have a lower center of gravity than their shallow-faced competitors, Helmstetter said, enabling golfers to more easily get the ball airborne. This was achieved by taking weight from the crown plate, where it is not needed, and inserting a variable weight chip in the base of the body. They will be offered in driver (starting at 6 degrees of loft), 2-, strong 3-, 4-, strong 4-, 5-, 7-, 9- and 11-woods.



Montgomerie
let out secret.

and, accompanied by his daughter, Randi, drove like a wild man to the next course on his list.

Thompson, a left-hander, began his marathon at 6:05 a.m. at Red Hawk GC in Spanish Springs, Nev., and ended it at 5:55 p.m. at Washoe Municipal GC. In between he drove 401 miles, crossed three mountain passes between Reno and Lake Tahoe, talked his way out of one traffic ticket for running a red light (the policeman had read of Thompson's quest and recognized him), endured near-record 102-degree temperatures and was turned away by three private clubs. Despite being slowed by TV camera crews who made him reenact a swing and a long line at a McDonald's drive-thru, he still managed to finish 22 minutes ahead of schedule.

Thompson was already a local legend, having once skied at 15 area resorts in one day. "The Guinness Book of World Records turned me down for

that one," he said, "but I'm going to try again this time."

We think he belongs—if only because he had the patience to make 40 starting times.

Taking the opportunity of a lifetime to heart

Last week at the Nike Tour event in Omaha, a weary Casey Martin told reporters he was looking forward to the day when interest in his physical handicap would disappear, but that "it hadn't happened yet." But even as he was speaking, his replacement as golf's No. 1 medical miracle was emerging.

Erik Compton, an 18-year-old Miami golfer headed to the University of Georgia on a golf scholarship, shot 69-72 at Weston Hills CC in Fort Lauderdale to qualify for the U.S. Amateur later this month. Six years ago, Compton underwent a heart transplant after being diagnosed with

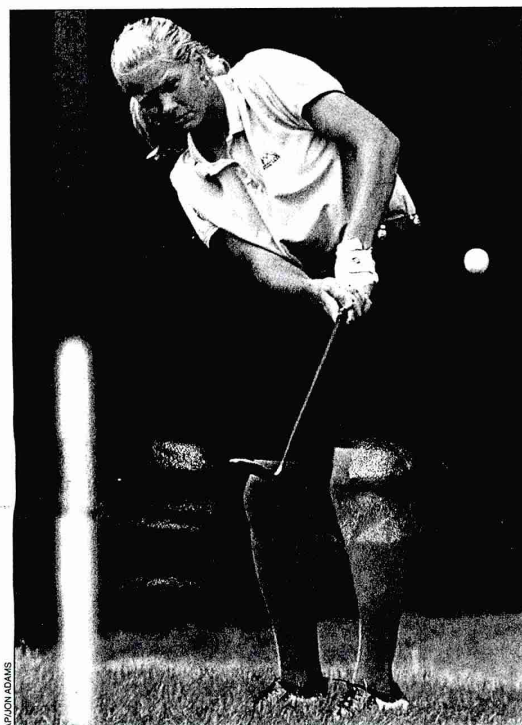
Callaway unveil Steelhead woods p5

Golfweek

AMERICA'S GOLF NEWSPAPER • AUGUST 15, 1998



One more for Mayfair
Drives to 2nd PGA Tour victory of 1998 at Buick Open, p13.



Leigh Anne Hardin became the 50th winner of the U.S. Girls' Junior Championship.

Hardin tough

Victory in U.S. Girls' Junior puts Indiana teen on historic list of national champions at Merion

BY BOB LENTZ

Ardmore, Pa.

Leigh Anne Hardin, meet Bobby Jones, Ben Hogan, Lee Trevino and David Graham. Hardin joined elite company Aug. 9 by defeating Brittany Straza, 2-up, in the final of the 50th U.S. Girls' Junior Championship.

The victory elevated Hardin to a lofty perch with some of golf's greatest players as a U.S. Golf Association title winner at Merion Golf Club's famed East course.

"It's really neat to be considered part of Merion's history," said Hardin, a scholastic basketball standout for Martinsville (Ind.) High School who hopes to play both sports in college. "To be up there with those names, I really don't think I'm worthy of that."

Hardin is, however, a worthy champion. The 16-year-old, who is No. 2 in *Golfweek*/Titleist amateur rankings, was dominant in match play, posting a 5-and-4 win in the opening round, a 9-and-7 victory in the second, and back-to-back 6-and-5 wins in the quarterfinals and semis.

Hardin played Merion's quarry hole — the 356-

yard, par-4 16th filled with sand and scrub — just once prior to the final, when she ended her third round match against Celeste Troche of Paraguay.

But in Straza, Hardin faced a familiar and confident foe, who finished in the middle of the pack in stroke play qualifying and needed a four-hole comeback in the quarterfinals just to stay alive in match play.

"I was confident until the last putt went in on 18," said Straza of Fort Myers, Fla., who finished 10 strokes off the winning pace in medal play and needed to rally from a four-hole deficit early in match play. "I made some par-saving putts early in the match, and that's exactly what I wanted today, because that's what I'd done all week. But of all my competitors, it didn't fluster Leigh Anne at all."

But ultimately, it was Hardin and her accuracy that proved unbeatable.

Hardin navigated her way through the first five rounds of match play in 67 out of a possible 90 holes. But her stiffest challenge came in the final.

Straza, who got the first lead over Hardin all

see Hardin, page 12

results
page 12

Irish pride on the line in bidding for Ryder Cup

BY BRIAN HEWITT

Dublin, Ireland

While the PGA of America scrupulously keeps its own counsel on which golf course will host the Ryder Cup in 2003, a kind of fierce debate has broken out in Ireland over where the Ryder Cup should go in 2005. At stake is national pride, a huge anticipated influx of tourism dollars and, perhaps, the future of the Ryder Cup itself.

It is astonishing, and even a little embarrassing, to many golf people across the Atlantic, that Spain has hosted as many Ryder Cups as all of Scotland and Ireland combined. That will change in seven years when the Republic of Ireland hosts its first.

The European PGA has said it will not announce a specific Irish site for 2005 until the PGA of America awards

the 2003 Ryder Cup. That is expected to happen sometime before Jan. 1. But the Irish are getting itchy. They had hoped to know by this week's PGA Championship. They are eager to turn their marketing forces loose on potential tourists and sponsors alike.

"The Ryder Cup," says Damian Ryan, the Irish Tourist's Board's chief golf executive, "has tremendous drawing power. Because of it, we expect the tourism yield for golf will surpass anything we have had to date."

But the Irish can't fully implement their Ryder Cup-based marketing plan until the site is announced.

Traditionalists insist the proper choice is the Portmarnock Golf Club. Founded in 1894 and just 20 minutes north of central Dublin, Portmarnock is the only true "links" course in Ireland with the necessary infrastructure to stage a Ryder Cup. That includes proximity to

Dublin's hotels and main airport. Infrastructure has become increasingly important in site selection as the size and scope of the event has grown.

"In point of fact," says Christy O'Connor Sr., a 10-time Ryder Cupper and living Irish golf legend, "there's only one place to play it. And that's Portmarnock."

But two American style parkland courses — The K Club and Druids Glen — are believed to be positioned ahead of Portmarnock on the European PGA's unofficial short list. The K Club — its full name is the Kildare Hotel and Country Club — is a 1991 Arnold Palmer-Ed Seay design about 40 minutes west of Dublin in County Kildare and deep in the heart of Anglo-Irish horse country.

The K Club sits on an undeniably beautiful piece of land that features the curving but unobtrusive beauty of

see Ireland, page 16

inside

New publisher, p5
Jim Nugent named
Golfweek publisher,
takes helm Sept. 1.

Senior Tour, p14
Leonard Thompson
scores first victory.

LPGA Tour, p15
Meg Mallon beats
Dottie Pepper in
playoff at Star Bank.

European Tour, p16
Stephen Allan of
Australia wins
German Open.

Nike Tour, p18
Matt Gogel wins
Omaha Classic.

Approach Shots, p22

Business, p29

Perspective, p31
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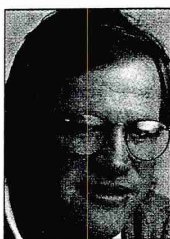


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Jim Nugent, associate publisher of *Golfweek*, has been promoted to vice president and publisher, it was announced Aug. 4. Nugent will assume his new duties Sept. 1.

Ken Hanson, *Golfweek's* publisher since 1992, will relinquish that role in order to focus on his responsibilities as president of Turnstile Publishing, *Golfweek's* Orlando, Fla.-based parent company. Hanson will continue as president of *Golfweek*.

"Jim Nugent has been a valued contributor to the growth of *Golfweek*," said Hanson.



Jim Nugent

"He has been our 'point man' in the field for eight years, and has earned the trust and respect of the golf industry. So it's only natural that Jim take the helm of *Golfweek* as I turn my attention to the continued maturation of Turnstile Publishing. Our board of directors is committed to diversifying the company, and this transition will help expedite those efforts."

Nugent, 41, joined *Golfweek* in 1990 as national sales manager. He was previously in sales and sales management with Time Inc. and Ziff Davis Publishing Co. Nugent holds a BA degree from Georgetown University and an MBA from Northwestern University. He is on the board of directors of the American Junior Golf Association. Nugent, a 6-handicap, became hooked on golf as a pre-teen, when

he began caddying at Sunset Ridge Country Club in suburban Chicago.

"It's been extremely gratifying to be part of the team that has taken *Golfweek* from a small regional publication to the national market leader," Nugent said. "We've come an awfully long way, but we're far from finished. I'm looking forward to the competitive challenge of the next millennium — as is everyone at *Golfweek*."

Nugent and his family — wife Vicki; daughter Blair, 13; and sons Jamie, 11, Jack, 10, and Drew, 5, — will relocate to Orlando from Glenview, Ill.

Other titles produced by Turnstile Publishing include *Golfweek's Strictly Business*, a biweekly supplement to *Golfweek* for the golf trade, and *Golf & Travel*, a five-times-a-year consumer magazine. ○

Callaway to attack with Steelhead line

BY JAMES ACHENBACH
Carlsbad, Calif.

For Callaway Golf, the war starts now. Ammunition is an affordable new line of metalwoods called Steelhead. The target is Orlimar Golf and Adams Golf.

No, these new metalwoods are not shallow-faced. Yes, they are designed to avoid the pop-up phenomenon. Yes, the Steelhead line contains a full complement of woods — drivers starting at 6 degrees, fairway woods from a 2-wood to an 11-wood.

Steelhead is a stainless steel line that will replace Callaway's Warbird metalwoods but will coexist with the company's Great Big Bertha titanium woods and Biggest Big Bertha titanium driver.

So this drama's storyline is clear: Steelhead meets Big Bertha; may they live together in everlasting harmony. The Steelhead line is the low-cost partner in this relationship — \$295 with a newly designed graphite shaft and \$195 with what could be a revolutionary lightweight (100 gram) steel shaft. Delivery will begin in late August and early September.

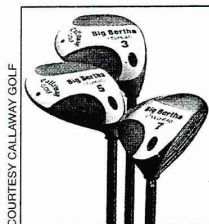
The Steelhead is the club that Colin Montgomerie used (and tried to hide from public scrutiny) in the U.S. Open.

Technicians at the Callaway test center report that Montgomerie insisted on using the Steelhead Strong 3-wood after hitting it 10 yards farther than his old 3-wood.

From a design standpoint, what is different about these new woods? For starters, they contain a hunk of steel (about 30 grams) that is strategically welded into a slot inside the sole of the clubhead. On Steelhead drivers, this weight is positioned near the heel, enhancing the ability of any golfer to hit a draw (particularly with the higher-lofted drivers). On the fairway woods, the weight is located more toward the middle of the clubhead.

This weight chip allowed Callaway designers to achieve their biggest objective — lowering the center of gravity. The center of gravity is now, according to senior executive vice president Dick Helmstetter, lower than that of the shallow-faced Orlimar and Adams fairway woods.

Callaway's battle plan includes liberal use of its franchise design feature. In a word, this is oversize. In four words, it is oversize with a



Callaway began airing 15-second TV teaser spots last week and 30-second spots were scheduled to begin airing Aug. 13.

purpose. Ever since Big Bertha was born in 1991, Callaway has trumpeted the advantages of larger clubheads or, in this case, larger hitting areas.

The Steelhead clubheads are not huge. The driver is slightly larger than the original Big Bertha (about 200 cubic centimeters in volume). But the depth of the Steelhead faces is significantly greater than either Orlimar or Adams. These Steelhead faces are even deeper than the Warbirds.

The Steelhead woods contain a new sole design, called the Hawk Eye, and a different construction design, which is a crown weld. Metalwoods, which are hollow, must be cast in at least two pieces. Almost all metalwoods feature a sole plate that is welded onto the body. Callaway has chosen to reverse the process, welding the crown to the body.

The Steelhead drivers length is 44 inches, an inch shorter than the Great Big Bertha. The fairway woods are a half-inch shorter than the GBB models. ○

the forecaddie

Revelations & Speculations from the man out front



Tale of green from Emerald Isle

The Forecaddie hears a pre-British Open leisure golf trip through Ireland by Tiger Woods, Mark O'Meara and Payne Stewart gave new meaning to the term "paid vacation."

Selena Syer, in the Bahamas, Frank Nobilo was beamed in the head by an errant tee shot back home at the Lake Nona Club in Orlando, Fla.

Nobilo was driving a cart to the practice range July 31 when he was struck squarely above the left eye by a pull-

the PGA Championship this week. A couple of days before the incident, the New Zealander said he was finally starting to feel good after months of being plagued by swollen joints and a sore hamstring.

Tanning and limousine

Possible sites are Indianapolis, where Lilly is headquartered, and Washington, D.C., the Forecaddie hears. . . . The man out front hears a writer who last year portrayed Mark O'Meara in a national magazine as a 'B' player complied with O'Meara's request for the scribe's autograph on some copies of the recent issue of the magazine that pictured the golfer on the cover after his British Open victory. Word is O'Meara, who also won the Masters this year, asked that

Golf Retailer

THE OFF-COURSE RESOURCE



BRACE YOURSELF

1999 COULD LEAD TO MORE CHRONIC
PROBLEMS OR THE ROAD TO RECOVERY

***** CAR-RT SORT ** C026
STEVE MCCracken
G8001 200
0014
CALLAWAY GOLF COMPANY
3285 RUTHERFORD ROAD
CARLSBAD CA 92008-0815

* THE PITCH *

Callaway Golf Co.

Big Bertha Steelhead Metal Woods

800-228-2767

*RESEARCH AND DEVELOPMENT: Our goal was to produce a line of stainless steel metalwoods with a very low center of gravity, without sacrificing the larger effective hitting area of the clubface. We wanted to increase the average golfer's chances for a better shot from a greater variety of lies.

*THE ANGLE: Our target market is any golfer looking for the easiest hitting, most forgiving, best looking stainless steel metalwoods ever.

THE PITCH: Explain the features and benefits of the one piece body, heavy internal weight chip, very lightweight crown plate, lowest center of gravity, deeper face fairway woods, new Hawk Eye sole and S2H2 technology which provide the most forgiving and best feeling stainless steel clubs.

*THE PRESENTATION: Clubs should be merchandised in Callaway Golf's P.O.S. display units utilizing our continuous loop video tape, "Take Apart" club display piece and specific Big Bertha Steelhead product information brochure.

*THE SUPPORT: Continuous loop video tape for retailers and consumers, print advertising for both retailers and consumers, TV advertising on all four major networks, radio advertising with Mr. Ely Callaway and mini-product brochures.

*SUGGESTED RETAIL PRICE: \$195, lightweight steel shaft; \$295, graphite



McHenry Metals Golf Corp.

TourPure Fairway Woods

888-626-4536

*RESEARCH AND DEVELOPMENT: McHenry Metals director of research and development, and world-renowned club designer, Mario Cesario, discovered that by precisely locating our patent-pending Tungsten Power Ring directly behind a huge titanium sweet spot, a more efficient transfer of energy and optimal launch angle are realized.

*THE ANGLE: TourPure is targeted toward avid golfers looking for the ultimate game improvement metal woods. TourPure drivers and fairway woods sell in the premium-end of the market. The metalwood collection has been enhanced with the additions of strong three (12 degree), four (16 degree), seven (21 degree) and nine (25 degree) woods.

THE PITCH: McHenry Metals founder, Gary V. Adams, who also founded Taylor Made and Founders Club, is generally regarded as the "father of the metalwood." The TourPure driver and fairway woods combine the forgiveness of titanium with the power of tungsten. Our proprietary Grafalloy LTLF shaft makes the club easier to swing and an ultra-thin Beta-Titanium clubface produces extraordinary feel. The TourPure driver has soared to No. 2 on the Senior Tour during its first season.

*THE PRESENTATION: Display in our McHenry Metals Staff Bag or the 24-club P.O.P. display.

*THE SUPPORT: A 30-minute TourPure infomercial, featuring Dick Enberg, Fred Funk, Bobby Clampett and Kathy Whitworth will begin airing across the country this fall. Traditional print and broadcast campaigns.

*SUGGESTED RETAIL PRICE: \$500 each; \$399 direct response; \$379 minimum advertised price.



Cobra Golf

King Cobra Baffler L.P. Fairway Woods

800-223-3537

*RESEARCH AND DEVELOPMENT: In addition to a sleek, low to the ground profile, shallow club face and broad, flat sole, the Baffler L.P. Fairway Wood has a precisely placed center of gravity for longer, crisper shots and Cobra's off-set technology for a straighter ball flight.

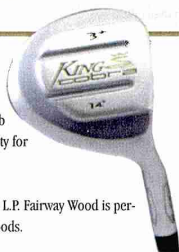
*THE ANGLE: Designed to help golfers hit high, long, soft-landing approach shots, the Baffler L.P. Fairway Wood is perfect for all golfers who wish to replace their hard-to-hit long irons with easy-to-hit fairway woods.

THE PITCH: The King Cobra Baffler L.P. Fairway Woods deliver the distance of a 2- or 3-iron but are much easier to hit and far more forgiving. And the Baffler L.P. Fairway Wood's design makes it exceptional from both firm and normal lies.

*THE PRESENTATION: 24-piece corner P.O.P. with holders for two Baffler L.P. brochures and satin banners.

*THE SUPPORT: Major national print ad campaign

*SUGGESTED RETAIL PRICE: \$225/club



GolfGear International

Ti-Gear Low Profile Fairway Woods

800-955-6440

*RESEARCH AND DEVELOPMENT: More than 27 years of metal wood design and technology. The insert is not pure titanium but a more exotic matrix of solid forged titanium. The hybrid forged titanium is harder than steel or heat-treated steel, such as Maraging steel. The key is the overall density which is commonly known to increase energy transfer.

*THE ANGLE: For those who appreciate technology that really works. The density in the forged insert provides a more consistent and longer distance as tested on off-center hits.

THE PITCH: Our technology is hit-tested, not only in laboratory tests but also in an environment where the competition is present. Players hit our clubs easier, straighter and longer. They recognize the difference.

*THE PRESENTATION: GolfGear features two floor displays as well as extensive product literature and web-site information.

*THE SUPPORT: GolfGear International has been airing an infomercial and 60-second spots on the Golf Channel and ESPN and FOX.

*SUGGESTED RETAIL PRICE: \$249.95, lightweight graphite; \$199.99, steel



Griptec

ProWrap Grip with EZ Grip Technology

800-304-7004

*RESEARCH AND DEVELOPMENT: A patented, non-toxic solvent was developed that allows the application of golf grips without the use of any tape, solvents or clamping devices. When the grips are removed from their sealed pouch and installed on shafts, contact with the air shrinks the grips to their normal, playable size.

*THE ANGLE: Initially, the product is targeted towards the re-grip market. Though the home re-grip market as a whole is not large, mainly because of the need for extraneous materials (workbench, trays, vice, toxic solvents, etc.), with the advent and simplicity of EZ Grip Technology, it is in position to grow this part of the re-grip category.

THE PITCH: Research has shown golfers play better with grips that are in good condition. Frequent golfers should change grips once a year. The more casual player should do the same about every two to three years. Both enjoy investing time to improve their equipment. EZ Grip Technology is the perfect product for such a player.

*THE PRESENTATION: The ProWrap grips with EZ Technology are available in a three-pack or 13-pack boxed set.

*THE SUPPORT: Griptec offers a free point of purchase display with a minimum order. The display holds a case of three packs (48 boxes) and 13 packs (24 boxes). Consumer print and television advertising is scheduled to begin during the holiday season.

*SUGGESTED RETAIL PRICE: \$10.95/3-pack; \$44.95/13-pack



Anderson, SC
Independent-Mail
Anderson
Met Area

Thursday

D 41,466

AUG 13, 1998



LUCE

N4916

PRESS CLIPPINGS

Callaway steel: Callaway Golf introduced its response to the shallow-faced fairway woods that have become increasingly popular in recent months — the Big Bertha Steelhead.

It features a steel chip in the sole that gives it a low center of gravity and allows it to keep the large clubface. It is designed to replace the original Big Bertha War Bird and will be priced around \$250.

Patience is a virtue for Mallon in LPGA victory

Escondido, CA
NORTH COUNTY TIMES
San Diego
Met Area

Friday

0 78,131

AUG 14, 1998



LUCE P1256
PRESS CLIPPING

After making par on the first playoff hole at the Star Bank LPGA Classic at the Country Club of the North in Beavercreek, Ohio, Meg Mallon turned to her caddy to discuss strategy for the next hole. As a result, she didn't see Dottie Pepper miss the five-foot putt that gave Mallon, a Ramona native, the victory.



TODD BEHRENDT

"I was asking my caddy where the next playoff hole was," Mallon said with a laugh. "I didn't even realize I had won."

It was the only time on the afternoon Mallon was a

little impatient.

After starting the final round with a one-stroke lead, Mallon was quickly overtaken by Juli Inkster, who birdied the first four holes en route to a tournament-record 29 on the front nine.

To her credit, Mallon never panicked.

"I just stayed really patient," Mallon said. "And all of a sudden, I was tied for the lead. There was no explanation whatsoever."

After shooting even par on the front nine, Mallon made her move on the back, finishing with four birdies to move into a tie with Pepper.

But Mallon has some practice at being patient. The win was her first in two years and came after nine top-10 finishes already this year.

"I was starting to wonder if it was ever going to happen for me again," Mallon said.

"I've stayed real patient for a couple years now," Mallon said. "You know, you play well, but for one reason or another, you don't win. You just have to keep playing well enough to put yourself into a position to win. It's not going to be a one-week, one-shot deal."

Ingalls survives playoff

After shooting a 77 on Wednesday to give her a two-round total of 7-over 151, Fallbrook's Shannon Ingalls had every reason to think she'd advanced easily to match play at the U.S. Women's Amateur Championship at Barton Hills

who had finished tied at 151 and would have to compete in a playoff for the final 10 spots in the 64-player match-play field.

"I thought there was the slightest chance I might have to play in a playoff," Ingalls said. "But truthfully, I thought the cut would have been at least at 152."

As it turned out, the playoff was far from a pressure cooker for Ingalls, who qualified for match play with a routine, two-putt par on the first playoff hole.

But then, maybe it's just Ingalls was better equipped to deal with the pressure of the U.S. Women's Amateur her second time around. Last year, she advanced to the round of 16 before losing 1-up to eventual champion Silvia Cavalleri of Italy.

"Last year, I played a couple tough players in match play," Ingalls said. "It taught me that I can play with people on that level."

And Ingalls learned the lesson so well, she went out Thursday and defeated U.S. Curtis Cup team member Jo Jo Robertson 5 and 3 in the morning session to advance to the round of 16 for the second straight year.

That's where her luck ran out, however, as she fell to Shauna Estes in Thursday's afternoon match, 3 and 1.

"There wasn't much I could do," Ingalls said. "I ran up against a hot player."

Callaway introduces Steelhead

Not content to wait for the 1998 International Golf Show, which gets underway later this month in Las Vegas, Callaway has chosen a far grander venue to introduce its new line of metal woods — the site of the 80th PGA Championship.

On Wednesday, the Carlsbad-based company unveiled the Steelhead metal woods to replace the War Bird line, which sold 1.3 million units in 1997.

The Steelhead has a deeper face than the newly popular

PRO'S TIP

Here's some advice from a local course pro on how to improve your game:



Rob Powell

■ **COURSE:** Encinitas Ranch

■ **PHONE:** (760) 944-1936

■ **SUBJECT:** Playing in the wind

Here at Encinitas Ranch, we have a nice cool breeze every afternoon, which can make each shot play one to two clubs longer or shorter than normal.



Rob Powell

There are three key elements to remember when playing in windy conditions.

- Good slow pace on your swing speed.
- Good balance during the swing.
- Proper club selection.

A slow pace of your swing is the most important factor in windy conditions. Everyone tries to swing too hard when playing in the wind. Keeping your swing pace slower will increase your ability to make solid contact with the ball and give you more control of the shot. Swinging slower also makes it easier to stay in balance. Finally, when hitting into the wind, use one more club; when downwind, use one less club.

Country Club in Ann Arbor, Mich. In the history of the event, the lowest 36-hole cut score was 157.

"I went and watched a friend of mine from Las Vegas on the course," Ingalls said. "Then I went back to the hotel and took a nap."

When she woke, Ingalls learned she was one of 13 players

Adams Tight Lies, which according to the club's designer Richard Helmstetter, makes it "the most forgiving stainless steel metal wood" Callaway has developed.

John Daly practiced with the new club Tuesday and planned to use it in the PGA Championship.

Et cetera

August has been a busy time for local golfers trying to qualify for national tournaments. **Alex Petric** of San Marcos led the pack at sectional qualifying for the 98th U.S. Amateur Championship at Pauma Valley Country Club on Aug. 3. Petric qualified for the event, which will be held at Oak Hill Country Club in Rochester, N.Y., Aug. 24-30 by shooting a tournament-best 3-under 141. Del Mar's **Greg Padilla** (144) and Carlsbad's **Nick Jones** (145) will be alternates for the event. ... Several local seniors narrowly missed qualifying for the U.S. Senior Amateur Championship in a tournament at La Jolla Country Club on Aug. 10. Carlsbad's **Riuji Ohnuma** shot a 5-over 77, when a 76 would have earned him a chance at an alternate's spot. Del Mar's **George Beebe** and Escondido's **Dennis Carunchio** were one stroke back of Ohnuma at 6-over 78.

Todd Behrendt is a staff writer for the North County Times. His column appears every Friday. He can be reached at (760) 740-3552.

AUG 13, 1998



N69005

LUCE PRESS CLIPPING

Callaway unveils new woods

By Garry Smits
Times-Union sports writer

REDMOND, Wash. — Callaway Golf founder and chairman Elv Callaway unveiled the company's first new product line in almost a year yesterday, and also ripped competitors Adams Golf and Orlimar for recent advertisements that he said were inaccurate and misleading.

With Callaway pitch men John Daly and Colin Montgomerie front and center, the company formally launched its Big Bertha Steelhead line of metal woods, which will replace the Big Bertha War Bird. The 3-woods and 5-woods are being shipped to retailers now, and

the driver will be available in October. The retail price will be between \$250 and \$275 and will not affect Callaway's production of the titanium Biggest Big Bertha.

The Steelhead clubs feature a low center of gravity and a tapered sole plate, designed to get the club through the rough, and airborne off fairways.

Callaway took exception with recent Adams and Orlimar ads which include slogans such as: "bigger is not better," and with an Orlimar ad which claims 41 percent of Senior Tour players use the Trimetal, compared to 25 percent who use Callaway fairway woods.

Orlimar made that claim by

using results of the independent Darrell Survey during the week of the Senior Tour Home Depot Invitational, May 8-10. Callaway furnished Darrell Survey results which showed Orlimar and Callaway usage

neck-and-neck (30.8 percent each) on the Senior Tour in the last six weeks, and Callaway fairway woods leading Orlimar 31 percent to 26 percent for the year.

Couples is at home at last

By Vartan Kupelian
The Detroit News

REDMOND, Wash. — Fred Couples left his hometown of Seattle for professional reasons. It's hard to play and practice golf when it's always raining, and, besides, the Pacific Northwest isn't exactly centrally located.

The pressure is on him to make a good showing this week when he returns for the 80th PGA Championship at Sahalee Country Club, just outside Seattle. The galleries here call out his name like galleries elsewhere greet Tiger Woods.

"It would be fantastic to win," said Couples, 38, who hasn't played Sahalee since he was a teen-ager. "For those of us who are from here, it's a one-time shot, and that puts more pressure on us to do well. If I won here, I would retire. That would be enough. I would quit and go to heaven if I win the PGA in Seattle."

It might be an exaggeration, but only slightly. Couples' activity these days can best be classified as semi-retired. He admits it.

"I don't have the motivation to play and practice a whole year," Couples said. "I was ready to play at Augusta, where I almost won. I'm ready here."

But in-between, there's mostly a lull. He won the Memorial Tournament — his second victory in 1998 — but, in his words, was "pathetic" at the British Open and not much better at the U.S. Open.

"Somebody reminded me I was a combined 37-over-par in the last two majors," Couples said.

But Couples loves Seattle, and this is where he will retire. He moved only to pursue his career at the University

Tournament facts

What: PGA Championship.

Where: Redmond, Wash.

Schedule: Thursday-Sunday.

Course: Sahalee Country Club (6,906 yards, par 70).

Television: TBS (Thursday-Friday, 2:05-8:05 p.m.; Saturday-Sunday, 11:05 a.m.-1:30 p.m.) and CBS (Saturday-Sunday, 2-7 p.m.).

Last year, Davis Love won his first major title by beating Justin Leonard by two strokes at Winged Foot in Mamaroneck, N.Y. Love shot 66-71-66-66 for an 11-under 258 total.

of Houston and settled in Dallas.

"I don't know of a prettier spot than here," he said. "Living in Dallas isn't really home. You want to (live in) Seattle, but you go to the Buick Open (in Grand Blanc, Mich.) and it's six hours each way."

Recovery process

Australian **Stuart Appleby**, whose wife **Renay** died three days after the British Open in July in an automobile accident in London, is returning to competition at the PGA Championship. He played a practice round Tuesday with his best friend, **Robert Allenby**, an Australian, and **Mark O'Meara** and **Tiger Woods**. Appleby, like O'Meara and Woods, lives in the Orlando, Fla., residential development of Isleworth.

Appleby, while discussing Renay's death, broke down several times.

"I want to reassure everyone that I'm OK," he said. "At best, I'm fine. At my worst, I feel terrible. It's a feeling I'd never wish on anyone. There are so many questions but I can't find answers."

"The toughest times are when you do a lot of thinking. I've had a lot of support. I just have to burst through this little bubble in front of me."

"I feel lucky to have known her, and for the time we spent together. She changed my life."

Mulligan stew

Callaway Golf officially unveils its new driver, the Big Bertha Steelhead, today and **Colin Montgomerie** will have the low-profile metal woods in his bag this week.

Those who were observant might have gotten a sneak preview at the Buick Open, where a few Callaway staff pros had the club. The company said the Steelhead's construction with a lightweight crown plate makes the club easier to hit. It's supposed to be longer than titanium Berthas, too.

... **Jim Schuman**, teaching professional at Treetops Sylvan Resort in Gaylord, is in the field. He's among 25 club professionals who qualified.

"This is huge for me, unbelievable," he said. "I have friends who've been on the Tour and never made a major."

... More on Gaylord from U.S. Open champion **Lee Janzen**: "I have a ball when I go up to Gaylord. It's a lot of fun. You can stay out there as late as 10 o'clock."

Leave a message for Vartan Kupelian at (313) 222-2285.

Daly won't be shy using new driver

By GEORGE WILLIS

REDMOND, Wash. — To drive or not to drive? That is the question golfers in the 80th PGA Championship are facing.

Given the tightness of the tree-lined fairways and the importance of accuracy, the majority of big-name players are planning to use their drivers sparingly when

PGA NOTEBOOK

play begins today at Sahalee CC.

One exception is John Daly, who plans to hit driver on all the par 4s on the front nine. He says he won't hit driver on No. 2, a 507-yard par 5, where he'll hit a 3-wood.

Daly, one of the longest hitters on Tour, thinks he'll get the accuracy he needs from the new Big Bertha Steelhead woods being introduced by Callaway. The new clubs won't on sale until October.

Daly swung the club, with 7 degrees loft, for the first time this week and likes it so much he took his titanium Biggest Bertha out of his bag, autographed it and gave it to a young fan.

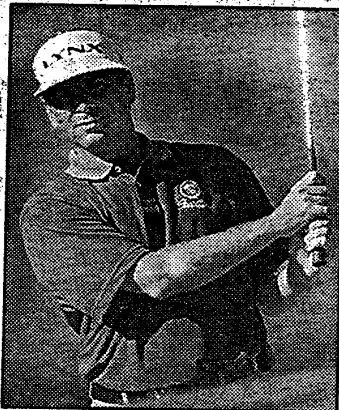
"With the Biggest Bertha I would hit the ball high and there was more room for error," Daly said. "But when I hit it lower [with the steelhead], there is less error involved."

Daly said he learned a lesson at the U.S. Open, where he played the first two rounds over the tight Olympic Club without a driver. He shot a 69 in the first round, but ballooned to a 75 in the second round before returning to his driver. He finished tied for 53rd in that tournament.

Recently, Daly missed the cut at the British Open and was disqualified for not signing his scorecard after the third round of the St. Jude Classic.

"If I'm going to miss the fairway, I'd much rather chip from 140 yards than 200 yards," Daly said. "Everybody has been telling me to play this way and that way. I'm going to play my game and give it a shot."

There actually is a Grand Slam of sorts on the line this weekend. All three majors this season have been won by players who live in Ireland: a gated country club



READY FREDDIE: Fred Couples chips as he prepares for today's opening round of the PGA Championship.

community in Orlando, Fla.

Mark O'Meara, who won the Masters and British Open, lives there. So does Lee Janzen, the U.S. Open winner. Among other residents are Tiger Woods, Scott Hoch, Stuart Appleby and Payne Stewart.

Steve Jones, the 1996 U.S. Open winner, withdrew from the PGA Championship yesterday because of the death of a close friend, Gus Lebsock of Phoenix.

Lebsock, 67, died Tuesday of a heart attack. He was a part owner of the NBA Phoenix Suns. Jones and Lebsock had been fishing in Montana last weekend.

Replacing Jones in the tournament field is Billy Andrade.

Al and Brent Geiberger will make some golfing history today when they become the first father-son tandem to play in the same PGA Championship.

"He can still hold his own," Brent, 30, said of his 60-year-old father, who was the first player in PGA Tour history to shoot a 59. "He doesn't play as much now, but he's had a lot of success on the Senior Tour."

Al will be playing in his first PGA Championship since 1985, while Brent joined the field as a member of the top 70 money earners over a one-year period since last year's PGA Championship.

AP contributed to this report.

New York, NY
Post
New York City
Met Area

Thursday

D 419,348

AUG 13, 1998



LUCE N4066
PRESS CLIPPINGS

Patience, iron play expected to be keys

By Jerry Potter
USA TODAY

Notes

REDMOND, Wash. — Patience will be a valuable asset to the golfers in the PGA Championship, which begins today at tree-lined Sahalee Country Club.

"It's going to be difficult to stay patient enough to hit irons off the tee all day long," said defending champion Davis Love III. "For me, there are probably only one or two holes where I can hit a driver off the tee."

"It's hard to be patient when you never get to a hole where you can just bomb a driver down the fairway and have an easy shot to the green."

Love won the 1997 PGA Championship at Winged Foot in Mamaroneck, N.Y., on a course that was long, had deep rough, severe greens and lots of bunkers.

Sahalee isn't long by PGA Tour standards (6,906 yards), but every hole is lined by tall trees. Also, there are individual trees at strategic places on each hole that will demand the golfers hit the ball straight at the expense of length.

"This tournament is going to be much different from last year at Winged Foot," Love said. "It's a completely different course. Because it's different, I'm excited about getting started."

The last player to win the PGA Championship in consecutive years was Denny Shute in 1936 and '37.

In the woods: Ely Callaway unveiled both his answer to the shallow-faced metal woods Wednesday morning, and the company's deep-faced woods he calls "The Big Bertha Steelhead."

Since last winter, shallow-faced fairway woods made by Adams and Orlimar have become popular in the marketplace. The shallow face lowers the center of gravity, making the club

more effective in launching the golf ball.

The Steelhead fairway woods are available to the public now, but the drivers won't be available until October. The suggested retail price is \$275.

Term limit: Ken Lindsay, the president of the PGA of America, will complete his term this fall, but he isn't leaving golf.

Lindsay is one of the most respected rules officials in the world. Earlier this year, he worked The Masters and the British Open.

"I want to stay in golf," he said, "and I want to be involved in the rules. Yes, I've had some offers from the pro tours to be a rules official, but I'm going to take some time to decide what I want to do."

Lindsay, 55, has been the pro at Colonial Country Club in Jackson, Miss., for 29 years. In the last decade he has trained many of the pro tours' rules officials, including his wife, Janet, who works for the LPGA.

Awarded: The PGA of America awarded scholarships to six college journalism students Wednesday. They are Lori Anderson (Cal State-Fullerton), Beth Hale (Michigan State), Chalon Rohrer (Temple), Andrew Smith (Texas), Alta Denise Spells (Florida A&M) and Joey Leninski (Notre Dame), who is the first recipient of the Larry O'Brien Scholarship. ... Whistling Straits, a Pete Dye-designed course in Kohler, Wis., and Oak Tree Golf Club, Edmond, Okla., will host the PGA Club Pro Championship in 1999 and 2000 respectively. ... Former U.S. Open champion Steve Jones has withdrawn from the PGA Championship and will be replaced by Billy Andrade.

USA Today
Washington, DC
Washington DC
Met Area

Thursday

D 1,715,245

AUG 13, 1998



N20002

LUCE

PRESS CLIPPINGS

Baltimore, MD

Sun

Baltimore
Met Area

Thursday

D 327,102

AUG 13, 1998



N3046

LUCE PRESS CLIPPINGS

Callaway Golf unveils 'Big Bertha Steelhead'

Callaway Golf Co., the premium golf club maker whose sales and stock price have slumped this year, unveiled a new line of metal woods yesterday that will sell for considerably less than its famous Big Bertha woods.

With heads made of stainless steel rather than much more expensive titanium, the "Big Bertha Steelhead" drivers and fairway woods are expected to sell for about \$250 each, compared with \$450 for its titanium Biggest Big Bertha driver, the company said.

The new clubs target consumers who are unable or unwilling to pay more than \$400 for a golf club, and are aimed at rival clubs that feature low profiles, such as Adams Golf Inc.'s popular "Tight Lies" clubs.

Cleveland, OH
Plain Dealer
Cleveland
Met Area

Thursday

D 400,421

AUG 13, 1998



LUCE

N60908

PRESS CLIPPINGS

Callaway brings new woods out of bag

REDMOND, Wash. — Saying it was responding to a "softness in the retail golf environment," Callaway Golf Co. introduced a new line of Big Bertha Steelhead metal woods yesterday.

Company President Don Dye blamed the lack of new products to sell for part of the company's recent stock drop but said the new line, featuring clubs with a lower center of gravity but regular-sized clubheads and lower suggested retail price, was not ready for in-



By George Sweda

production at the January 1998 PGA Merchandise show.

Available only in fairway woods in a variety of lofts, Dye said the newly designed, stainless steel driver models would be in pro shops in October. Suggested retail price with graphite shafts is \$275. The line is designed to replace the Warbird line of fairway woods and supplement the popular Big Bertha, Great Big Bertha and Biggest Great Big Bertha line of titanium drivers.

BIG DIFFERENCE — Paul Runyan, Sahalee's first pro, was the leading money winner on the PGA Tour in 1934, the year he won the first of his two PGA Championships. He earned \$6,767 that

Fifty-second place in this year's tournament is worth \$6,800 out of a record purse of \$3 million.

FORMAT CHANGE — This year's PGA Grand Slam of Golf will have a different twist.

It will be a match-play event instead of stroke play, involving the winners of the four majors. Since Mark O'Meara has won twice, the alternate will be the player with the best record in the four events. Right now, that's O'Meara's buddy Tiger Woods.

Woods would earn the No. 1 seed based on the world rankings. O'Meara is currently No. 4 and U.S. Open winner Lee Janzen is No. 20.

HISTORY MAKERS — Al Geiberger,

the oldest player in the field at 60, is a native of Woodinville, Wash., about 10 miles from Sahalee.

Winner of the PGA in 1966 at Firestone Country Club in Akron, Geiberger is in the event for the first time since 1985. But he's playing on a dare from his son, Brent, who now plays the PGA Tour. Brent, 30, is playing in his first PGA. Two years ago, while playing the course, he challenged his father, who has a lifetime exemption into the tournament, to join him should he make the field.

Today, they'll become the first father-son combination to compete in the event, but they have not been paired together.

LOOSE LINKS — Though this is the first PGA in this area in over 50 years, it is not a sellout. . . . The field, with 85 of the top 100 players teeing off today, is the strongest in PGA history.

GEORGE SWEDA

AUG 13, 1998



BOB HARIG
GOLF

Players can see Sahalee for the trees

A half-century has passed since a men's major championship was played in the Pacific Northwest, and the big question this week at Sahalee Country Club is: What took so long?

Weather for the PGA Championship, which begins today, is expected to be near-perfect, with temperatures in the low 80s, a nice breeze, no humidity.

Fans are in abundance, clamoring for such a tournament. There has been no official PGA Tour event in the area for three decades, and the Senior PGA Tour also pulled out.

Then there is Sahalee itself, which ultimately will determine the success of the PGA Championship. The course's trademark is towering pines that frame every hole, and player after player has remarked on the beauty of the course.

"Early on, I had it come to my mind that this would be a wonderful place to have a major championship," said **Paul Runyan**, a two-time PGA Championship winner who was Sahalee's first club pro in 1969. "I formed an early opinion that this was one of the best golf courses on Earth because I firmly believe it does not have a single weak hole."

"This will be the most aesthetically successful PGA Championship. I think you're going to see some of the best of all the PGA Championships here."

The 6,906-yard course will play to par 70. Two par-5 holes for members were converted to par 4s: the 480-yard sixth and the 475-yard 18th.

The trees give the course its character, and they can cause paranoia off the tee by hugging most every fairway.

"You've got to walk single file through some of these holes," **Payne Stewart** said.

"It's very challenging," U.S. Open champion **Lee Janzen** said. "When you step up on a tee here, with the trees being so large and so close to the fairway, you immediately see the only shot you possibly can hit, and that's straight down the middle. . . . I think the best way to prepare for this course would have been to go to a big city like New York and play down Fifth Avenue."

It is the first men's major in the Pacific Northwest since the 1946 PGA Championship at Portland Golf Club, where **Ben Hogan** defeated **Ed Oliver** 6 and 4 in match play.

Two years earlier, Washington had its only major at Manito Golf and Country Club in Spokane. Because of World War II, the PGA Championship was the only major that year, with **Bob Hamilton** stunning **Byron Nelson** 1-up.

CALLAWAY CLUBS: The company that made Big Bertha a household name has a new product: the Big Bertha Steelhead Metal Woods. The company does not contend the clubs necessarily will produce more distance or accuracy than its titanium clubs. But they will be cheaper, retailing in the \$250 range.

Callaway Golf also is trying to tap into the success of Orlimar and Tight Lies and their smaller, shallow-faced fairway woods. "We believe that is a design flaw," company founder **Ely Callaway** said. "We have a product we think has none of the negatives of those shallow-faced fairway woods, and many new pluses."

The fairway woods are available now. The driver will be available in October.

NOT FOR EVERYONE: Although immensely popular, Callaway's clubs don't work for everyone. **Mark Brooks**, the 1996 PGA champion, signed an endorsement deal with the company after his victory at Valhalla, then had just two top-10 finishes and missed 25 of 57 cuts.

Brooks recently went back to his old clubs. Giving up more than \$1-million in guaranteed income from Callaway, Brooks put his Hogan traditional blades back in the bag. In his first tournament,

he tied for 12th, earning \$44,000, nearly doubling his earnings for the year.

"It's nice when you can endorse a company and it works out," Brooks said. "But if you're not playing well, it's hard to be real happy with what you're doing. It's kind of what I do for a living."

PAK TO INNISBROOK? South Korea's Se Ri Pak, who has won four tournaments, including two major championships in her rookie year on the LPGA Tour, apparently wants to play in the JCPenney Classic, the mixed-team event Dec. 3-6 at Westin Innisbrook Resort. There are two stumbling blocks: finding a partner and resisting pressure to return to South Korea in early December. Pak has not been to her homeland since establishing a U.S. base in Orlando last year.

Fairway battleground

Camden, NJ
Courier-Post
Philadelphia
Met Area

Thursday

D 85,376

SEP 10, 1998



N3802

LUCE PRESS CLIPPINGS

The current golf war is taking place on the fairways across America. Manufacturers want you to use their fairway woods. And they're trying different styles to get your attention.

By PAUL GIORDANO
Courier-Post Staff

Quietly, like a great wedge shot slicing through the grass and lofting the ball toward the flag, there's a marketplace tug of war going on among fairway metal wood golf club manufacturers.

For example: Callaway saw its net income plunge 55 percent during the second quarter of 1998, due a great deal to fairway metal wood success of shallow-faced clubs such as Tight Lies from Adams and TriMetals from Orlimar.

Callaway doesn't like marketplace tug of wars.

So, to meet the competition and fight back to regain its share/control of the marketplace Callaway has come out with its line of Big Bertha Steelhead Metal Woods. The line, 3-through-11-wood, replaces its original War Bird. The one constant is the clubface, one-third larger than TriMetals from Orlimar and Tight Lies from Adams.

The Steelhead features a lightweight crown plate, which enabled the head to be slightly larger than the original War Bird without becoming heavier. A weight chip is inserted in the sole plate for a low center of gravity, which helps get the ball in the air more consistently.

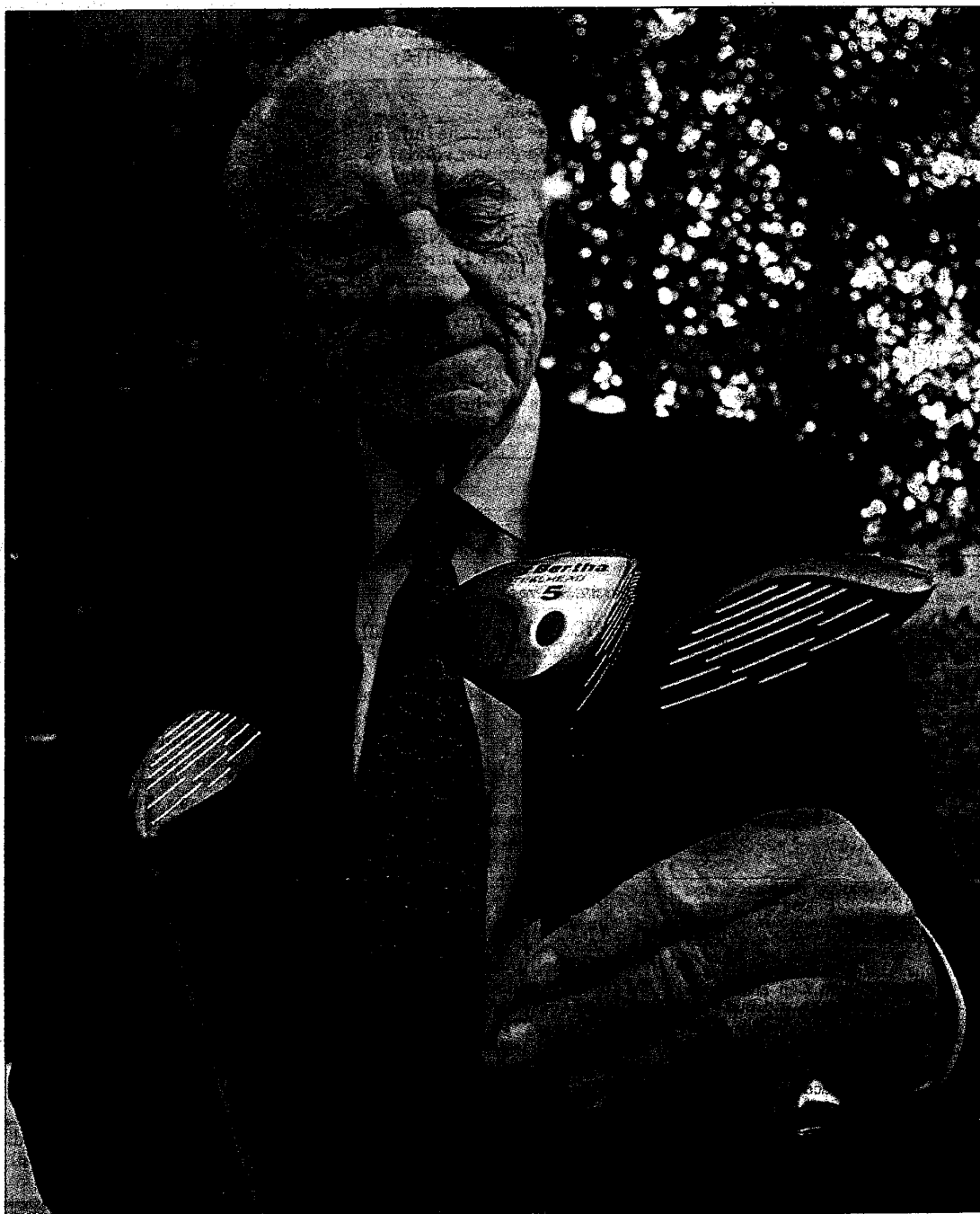
There's also a "Hawk Eye" sole, with a convex design to push the turf down through impact.

Tight Lies is made of stainless steel and features an inverted clubhead with a tri-level sole plate.

TriMetals also has a shallow face, but Orlimar touts its multi-material metals as the real difference — alpha maraging metal, which is harder than pure titanium, on the face; three copper tungsten weights, on the sole plate for a low center of gravity, and stainless steel for the shell.

"They (Callaway) actually moved the center of gravity lower, with a larger hitting area," Chris O'Brien, general manager of Golfsmith Golf Center in Moorestown said, pointing to the face of a Steelhead 5-wood.

"Callaway wants to get more of the face on the golf ball, which



By Dave Martin, Associated Press
New additions: Ely Callaway shows off his company's new steelhead fairway woods, which replace his War Bird brand. They get more club surface on the ball in the fairway.

helps eliminate pop-ups that are common with shallow-faced metal woods. That's the basic difference between the Steelhead and the clubs by Adams and Orlimar. "We'll be getting the driver in sometime in October. It works on the same principle. What they are doing is making it easier for the golfer to get the ball into the air."

Golfsmith has the Steelhead woods (graphite shaft) priced at \$239. Tight Lies go for \$199.95 and Orlimar at \$269.95.

Thus, the tug of war for the golfer's equipment dollar turns another chapter.

For the recreational golfer, tug of war is good. Tug of war can and will translate into some pretty good buys very soon.

Although many weekend recreational golfers have already laid the clubs down for the

season and picked up the remote control and a six pack or two for those other weekend pastimes, there's some pretty good buys out there right now for next season, and/or for some early Christmas shopping if said golfer wants to shop around.

"Clothing is real good now," O'Brien said. "Shirts, outer wear, long sleeve golf shirts. And with companies coming out with new lines of clubs, there's some pretty good buys on drivers, wedges and some putters."

Golfsmith has the Wilson Inzex graphite driver selling for \$79. It has been priced at over \$100. A Wilson graphite wedge is going for \$29.95, down from \$59.99 and a Zebra putter can be stroked for \$59.95, down from \$79.95.

It is also a good point in time to have your clubs repaired and

regripped.

And at Somerton Springs on Haddonfield Rd., a couple more pocket birdies were found.

"Now could be a pretty good time to buy," Somerton Springs salesperson Dave Cinalli said. "Some manufacturers have had down years . . . and it's the end of season. Combined, that does make for some good savings."

Like?

"Callaway's War Birds (drivers) are \$169," Cinalli said. "Last year they were around \$200. Iron-wise? Probably right now Lynx. Graphite, \$562 for a set of irons that were \$750. Top Flite is another one with their irons. Their graphite irons are \$699, down from \$899; steel \$499, down from \$699."

"Now's a good time to think ahead to next spring and get some good buys."



LUCE MS5052
PRESS CLIPPINGS

Callaway thinks small to get well

BY JOHN LOMBARDO
STAFF WRITER

For the Callaway Golf Co., bigger may no longer be better.

Callaway, the Carlsbad, Calif.-based company that revolutionized the golf club business with its hugely successful Big Bertha line of metal woods, is introducing a new line of metal clubs it hopes will reverse its financial slide, while satisfying the U.S. Golf Association's growing concerns about advances in club technology.

Callaway's new line of drivers and fairway woods features a smaller club head made of stainless steel. The debut of the clubs represents a sharp departure for the company, which made its reputation — and considerable profit — by making big-headed drivers from alloys such as titanium.

But after watching its net income for the six months ended June 30 plummet 55 percent to \$32 million, and net sales fall 3 percent to \$410 million, Callaway decided to replace its War Bird club line — which predates the Big Bertha — with the new Steelhead line.

Richard Helmstetter, Callaway's senior vice president and chief of new products, said the line is aimed at the average golfer. The metal woods are priced at \$195 each for steel shafts and \$295 for graphite shafts.

For this golf club, smaller is bigger . . . profits

By Doron Levin
Detroit Free Press

Callaway to Adams to Orlimar sounds more like the description of a baseball double play than a trio of club makers desperately pitching new technology to an eternally fickle golfing public.

Unfortunately for Callaway Golf Co., consumer attention lately is deserting its Big Bertha line of golf clubs. Starting last year, the Adams Golf Tight Lies fairway woods cut the first big nick out of Callaway's hide; now Callaway and Adams are getting clubbed by Orlimar Golf Co.'s new Tri-Metal woods.

Just last year, Callaway was strutting like the undisputed king of prestige golf equipment. But economic turmoil in Asia, where Big Berthas were a familiar status symbol, and uneasy markets in this country knocked the fizz out of sales of the luxury item.

Callaway's trademark, its defining philosophy, has been the oversized club head: Bigger club head means bigger sweet spot, supposedly causing fewer mishits.

Competition, however, grew fierce starting a year ago as Adams

and Orlimar launched expensive televised infomercial campaigns to reach golfers who are inclined to believe technology can straighten and lengthen a golf shot — in other words, the majority of golfers.

Adams introduced a flatter club head design that supposedly propelled the ball higher and farther down the fairway. Orlimar also introduced a shallow-face club, backed by the slogan "oversized is overrated," a not-so-subtle dig at a macho bias that golfers and non-golfers long have ridiculed.

Half-hour Adams and Orlimar infomercials on the Golf Channel and other cable stations proved effective in drawing customers. Orlimar spent about \$300,000 to produce its commercial and another \$10 million on air time.

Hurt in part by this media blitz, Callaway on Wednesday announced a 33-percent slide in third-quarter sales and an 84-percent drop in profits. Last week, Callaway's chief executive resigned; the company was further humiliated when one of its representatives was caught stealing an Orlimar Tri-Metal club from a rival salesperson at a Senior PGA tournament.

Faltering financials have

Adams and Orlimar launched expensive campaigns to reach golfers who are inclined to believe technology can straighten and lengthen a golf shot — in other words, the majority of golfers.

knocked the stuffing out of Callaway's stock, dropping it from a high of about \$38 a share to about \$10. Adams went public at about

Pittsburgh, PA
Post-Gazette
Pittsburgh
Met Area

Sunday

SUN 437,094

OCT 25, 1998



LUCE N4804
PRESS CLIPPINGS

\$18 a share; now it's hovering around \$4. Orlimar has postponed a public offering until next year, likely because investors are wary after watching Callaway and Adams.

Callaway, meanwhile, has introduced the Steelhead line of flat-profile clubs to counter the Adams and Orlimar models. Bob Sage, president of the Farmington Hills, Mich.-based Pro Golf Discount chain, said the decision to sell a "dramatically smaller club has been confusing to the public," which still identifies Callaway with bigger club heads.

Responding to Adams and Orlimar, Callaway also has reduced the wholesale price of its clubs to dealers by 10 percent, Sage said. Thus, a Great Big Bertha that once retailed at \$500 in a pro shop and sold for \$350 in a discount store may now be selling for as little as \$315. An Orlimar spokesman said his company's Tri-Metal woods can be purchased for as little as \$280, while the Adams clubs may sell for as little as \$180.

For many, if not most, golfers, spending another couple of hundred bucks on the latest technology can't cause a ball to fly any straighter — except insofar as a shiny, handsome club instills the confidence to swing smoothly.

For longtime owners of Callaway and Adams stock, confidence in improved performance will prove more elusive than a perfect swing.

Carlisle, PA
Sentinel
Harrisburg
Met Area

Thursday

Q 18,238

AUG 13, 1998



LUCE N466
PRESS CLIPPING

CALLAWAY STEEL: Callaway Golf introduced its response to the shallow-faced fairway woods that have become increasingly popular in recent months — the Big Bertha Steelhead.

It features a steel chip in the sole that gives it a low center of gravity and allows it to keep the large clubface. It is designed to replace the original Big Bertha War Bird and will be priced around \$250.

Colin Montgomerie first used the steel head while practicing at Callaway headquarters before the U.S. Open.

"If clubs go further and straighter, I'll put them in the bag," Montgomerie said.

Callaway will also have a steel-headed driver. That won't be available until October unless your name happens to be John Daly.

Daly asked Callaway to make him a driver with a 7-degree loft, which he plans to use this week at Sahalee Country Club — and use often.

"I hit driver on every hole and didn't miss a fairway," Daly said. "I gave my Biggest Big Bertha to some 8-year-old kid. Goodbye, Titanium."

Golf Report

Despite tight layout, Daly plans to grip it and rip it at PGA

REDMOND, Wash. — John Daly doesn't plan to change anything about his game. That means he won't keep his driver in his bag — as Tiger Woods plans to do — at the PGA Championship this week.

Despite the Sahalee Country Club's narrow, tree-lined fairways, Daly will be playing long ball from the tee when he thinks he needs to hit bombs.

"I love this course," he said. "I'm going to try to make this course suit my game. I think I've played well the last couple of months. I just haven't been scoring."

Daly missed the cut in five of his past 10 tournaments and was disqualified from his 11th when he stormed off the course and didn't sign his scorecard.

"If I hit my driver real well here, it's going to be a huge plus. I'll continue to play aggressively," Daly said. "That's the only way I know how to play. It's kind of like going to the blackjack table."

Daly relishes challenges. His go-for-broke style will be tested by the Sahalee Country Club's No. 11 "Goal Post" hole, so named because players will be trying to hit 250 yards onto the green between two large trees.

"I didn't bring any footballs with me," he said. "But it'll be fun. It's important to try to split the uprights."

Callaway introduces woods with a steel chip in sole

Callaway Golf introduced its response to the shallow-faced fairway woods that have become increasingly popular in recent months — the Big Bertha Steelhead.

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"I hit driver on every hole and didn't miss a fairway," Daly said. "I gave my Biggest Big Bertha to some 8-year-old kid. Goodbye, Titanium. Hello, steel."

Daly estimated that he's hitting the ball an extra 15 yards with the steel club.

Pebble Beach Invitational will finally end on Monday

In one of the stranger bits of scheduling in PGA Tour history, the rain-shortened AT&T Pebble Beach Invitational will be completed Monday, seven months after it started and then was interrupted by El Nino.

In case you've forgotten, with 18 holes remaining there are a pair of co-leaders — Tom Watson and Tim Herron at 10-under par. Davis Love III is two shots back.

Grand Slam of Golf switches to match play

The PGA of America announced on Wednesday it has changed the format for its Grand Slam of Golf, the annual November event that brings together the winners of the year's four major championships, from stroke play to match play.

Two matches will be played on Nov. 17, with the winners meeting on Nov. 18 for the championship.

Since Mark O'Meara has won two majors this year, the event will invite as a fourth contestant the player who has the best overall score in the four majors. After three majors, the player with the best score, without having won one, is Tiger Woods.

Making history

Al and Brent Geiberger will make history today when they become the first father-son tandem to play in the same PGA Championship.

"It's going to be a fun time," said Brent, 30. "The last few days have been a thrill."

Al, 60, who now lives in nearby Woodinville, was not at Sahalee Wednesday. The 1966 PGA champion was home resting for his first round.

Brent and Al will be in separate threesomes today.

Norfolk, VA
VIRGINIAN-PILOT
Norfolk-Newport News-Hampton
Met Area

Thursday

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AUG 13, 1998



LUCE

P5548

PRESS CLIPPING

Callaway introduces new line of clubs



By Bruce V. Bigelow
STAFF WRITER

In a shot from the financial rough, Callaway Golf has unveiled a new line of stainless steel woods — the first full line of metal woods the Carlsbad company has introduced since 1995.

Chairman Ely Callaway displayed the new Big Bertha "Steelhead" metal woods yesterday at the Sahalee Country Club near Seattle, where players have gathered for today's start of the PGA Championship. Callaway's announcement also precedes next week's opening of the 1998 PGA International Golf Show in Las Vegas.

The timing of Callaway's announcement

also bore financial significance.

"It was needed — the stock is at \$12 a share," said Paul Saunders, president of *ParValu*, a Carlsbad-based newsletter that follows the golf industry. Callaway shares have tumbled two-thirds from a peak of \$38.50 in June 1997.

The company has suffered from economic turmoil in Asia, which accounts for roughly a quarter of Callaway sales, and increasing competition from U.S. competitors.

While Callaway's announcement was welcomed by analysts, it failed to lift the company's stock price yesterday, which climbed only 6.25 cents to close at \$12 a share in below-average trading of 756,000 shares on the New York Stock Exchange.

"People don't know whether the clubs are going to sell or not," Saunders explained.

Beth Burnson, an analyst with Chicago-based ABN-AMRO Inc., said yesterday's announcement was "a positive step . . . but in terms of gaining overall growth in metal woods, I think their Titanium clubs need a face lift too."

Callaway said the Steelhead line would replace its existing line of Big Bertha "War Bird" metal woods, which were introduced in 1994. The company's "Biggest Big Bertha," a Titanium driver, was released in 1997.

San Diego, CA
UNION-TRIBUNE
San Diego
Met Area

Thursday

D 385,995

AUG 13, 1998



P1436



ASSOCIATED PRESS

Introduction: Ely Callaway showed off company's new clubs at the Sahalee Country Club near Seattle.

Callaway

Announcement failed to boost stock price

Continued from C-1

The Steelhead clubs were designed with a low center of gravity but large striking surfaces, which Callaway says "increases the club's forgiveness on off-center hits and delivers a better trajectory."

The clubs are expected to sell for about \$250 each, far less than the \$450 price of Callaway drivers made with titanium, which is much more expensive than stainless steel.

Callaway created the Steelhead line to compete against the strong challenge posed this year by two upstarts, Adams Golf of Wilming-

ton, Del., and Orlimar of Hayward, Calif.

At the PGA Championship yesterday, Callaway President Donald Dye acknowledged that the company's revenues, and subsequently its share price, had been hurt this year because the company had not introduced a new product for this season.

"We weren't ready in January and the impact on us was pretty dramatic," Dye said, adding that it took more than 15 months after the clubs were developed to get them to market.

"We are a captive of our own success," Ely Callaway said, noting that his company's sales of \$410 million last year were double its nearest competitor.

"At our size you have to have the ability to make millions (of clubs) and distribute them around the world," he added in explaining the delay in marketing the new clubs.

OFF THE TEE

Local Feats

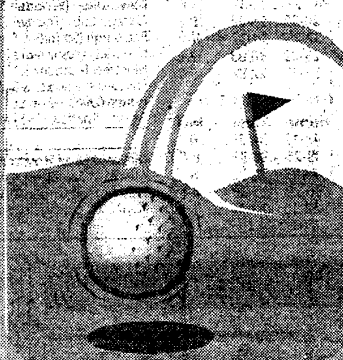
It's been the summer of the double-eagle in Wisconsin. The rare auk has been sighted on golf courses at least five times in as many weeks.

Tim McDonough of Whitefish Bay started the trend on the par-5 eighth hole at Westmoor Country Club last month.

McDonough, a member who plays to a 9 handicap, holed a 5-wood for his second shot on the 490-yard hole.

"I went in and told the guys in the pro shop," McDonough said. "Tom Kabler (the golf professional) shook my hand and said he had only one double-eagle in his life. I figured he's played a lot more golf than I have."

Other double-eagles reported to the Journal Sentinel in the last month: Brad Swan and Al Denninger, both on the 498-yard ninth hole at Songbird Hills; David Schultz, on the 476-yard 11th hole at Western Lakes; and Phil Holland, on the 480-yard second hole at Trappers Turn.



Tools of the Trade

Callaway Golf Co. plans to unveil its new small-headed fairway wood, the Steelhead, today at a media breakfast at the PGA Championship. Callaway is enticing reporters to show up by offering a free club to those who attend. The company is counting on Steelhead to breathe life into lagging sales. Colin Montgomerie used a prototype at the U.S. Open, but otherwise Steelhead has

been kept under wraps. Callaway once led the trend of "bigger is better" in metal woods, but is downsizing in the wake of the success of competitors Adams Golf and Orlimar.

By the Numbers

6: Wisconsin golfers in the PGA Championship field, an unprecedented number (see Tour Talk below).

1,000: Professional tour events that venerable Associated Press reporter Bob Green covered over his 30-year career. Green died last week.

275,000: Dollars Michael Jordan reportedly bid for a "perpetual membership" at Medinah Country Club in suburban Chicago. If approved, Jordan would bypass the estimated five-year waiting period for membership.

Tour Talk

Cheeseheads at Sahalee: Wisconsin is well-represented at the PGA Championship this week. All four of the state's PGA Tour regulars — **Steve Stricker** and **Jerry Kelly** of Madison, **J.P. Hayes** of Appleton and **Skip Kendall** of Fox Point — qualified for the major championship, which begins Thursday in Redmond, Wash. In addition, **Eddie Terasa** of North Hills Country Club and **Jim Schuman**, the 1996 State Open champion who now lives in Gaylord, Mich., qualified by finishing among the top 25 in the Club Professionals Championship in June.

A father-son first: For the first time in the 80-year history of the PGA, a father and son will play in the same championship. **Al Geiberger** and his son, **Brent**, both are in

the field. Al, 60, hasn't played in the PGA since 1985. But he lives in the Seattle area and has a lifetime PGA exemption, thanks to his victory in 1966. The Geibergeres made a pact two years ago during a casual round at Sahalee Country Club that if Brent qualified, Al would use his exemption and play, too.

Good timing: LPGA tour star **Tammie Green** signed a contract with a new golf bag sponsor at the beginning of the season. The logo of Drypers, a diaper company, adorns her bag. It's probably just a coincidence, but Green is expecting her first child Dec. 23.

Tammie Green



Woods are good, but try before you buy

Golf needs two big merchandise shows like I need a slice. OK, you can call me Achenslice, because we're stuck with two—the PGA Merchandise Show in January and the International Golf Show in late summer. Boo for two, I say. One is enough.

It's 109 degrees here in the land of eternal neon, and I just learned something: The 1998 International Golf Show was cleverly disguised as an empty convention center. For the most part, golf press stayed home.



James Achensbach

Meanwhile, I'm trying to answer a question: What is the difference between the Orlimar TriMetal, the Adams Tight Lies and the Callaway Steelhead?

These three companies are battling publicly in the fairway wood arena. It's a surprisingly big market. Adams should reach \$100 million in sales this year—almost all of it in fairway woods. Orlimar should hit \$70 million—almost all of it in fairway woods.

Callaway, after losing market share to both Adams and Orlimar, has struck back with its new Steelhead drivers and fairway woods.

How does a golfer know which fairway woods to choose? The simplest method of comparison is to hit each brand on the range. Finding a demo may be difficult, but it's well worth the effort. What feels right for one player may feel wrong for another. Buying without trying can be a foolish mistake.

Try hitting the clubs from different lies—normal grass, heavy grass, sparse grass, divots,

bunkers and the like.

This may not be the same as real-life, tighten-your-collar golf. For what it's worth, here is my opinion based on personal tests of the three different clubs. Obviously, your experience may differ.

The Orlimar TriMetal is sensational off bare lies. The tighter the turf, the better the shot. This club is a rocket blaster. In the hands of a low-handicap golfer, it is a very strong club with a boring trajectory.

Be careful with the Orlimar from heavy rough. Judging the height of the ball is crucial, although it's no hardship for attentive players.

The Tight Lies is perhaps the most versatile of the three. This club never met a lie it didn't like. It can be hit from virtually anywhere. Shots fly very high, making this an excellent club for golfers who have trouble getting the ball in the air.

The Callaway Steelhead has the most pleasing sound of any metalwood I've ever heard. The trajectory is high, although perhaps not as high as that of the Adams.

One more thing: Callaway designers have done a wonderful job of eliminating the high rights. Anyone who hits high floaters to the right should like the Steelhead. I have experimented with a Steelhead driver for the past three weeks, and I simply don't have to worry about hitting drives right.

Not to be outdone, Orlimar introduced a TriMetal driver here. Adams, keeping pace, should have a new driver at January's show.

There is no possibility of declaring one of these clubs to be better than the others. One

club does not suit all. Try all three.

While you're at it, try others as well. Taylor Made has a history of producing innovative fairway woods. McHenry Metals has a handsome new collection of fairway woods that should quickly appeal to better players. Gary Adams, founder of Taylor Made, Founders Club and now McHenry Metals, has always known how to make playable metalwoods.

Cobra is making noise with its new Baffler woods, but one of my personal favorites is the reintroduced line of non-offset, high-profile King Cobra fairway woods. These are among the longest fairway woods I've ever seen.

Here are some of my choices for best clubs seen at the International Golf Show.

- **Wedges:** Wilson has a range of Fat Shaft wedges, and the stability is awesome. Dogleg Right has shafts that are even fatter than Fat Shaft, and the clubhead design (thanks to Tom Stites and Dave Billings) is superb. Odyssey has a complete line of wedges with face inserts.
- **Irons:** The Maxfli Revolution was the star of this show. Designer Chris Chappell has created the most beautiful cambered (rounded) sole I've seen in years. This cavity-back, non-offset club is intended for serious players. It is cast with a soft nickel compound and then plated with heavy-duty chrome.
- **Putters:** The new Ping Ally is a cross between the Anser and the Zing. It has three sight lines, which is unusual for Ping.
- **Drivers:** I love the smaller size (210 cubic centimeters) of the Callaway Steelhead.
- **Fairway woods:** Achenslice says make up your own mind.

REASONS TO PUT THE NEW BIG BERTHA® STEELHEAD™ METAL WOODS IN YOUR BAG

A Lower Center of Gravity

Lower than any metal wood we've ever made, and lower than all the fairway woods we've tested. Much more forgiving. Easier to get the ball airborne.

Ideal Fairway Wood Size

A face that's deep enough. 33% greater effective hitting area than shallow-faced clubs for shots off the tee, in the fairway or out of the rough. No more pop-ups. Allows the low center of gravity to do its job.

Custom Weight Chip

Each Big Bertha Steelhead Metal Wood is precisely balanced with an individual stainless steel, variable weight chip strategically placed inside the clubhead. This helped us lower the center of gravity.

New Design

Ultra-lightweight crown plate allows for more weight in the lower body and sole, another way we lowered the center of gravity.

The

Hoping Aussies' bad luck has run its course

In golf these days, it isn't easy being Aussie. And I'm not just talking about the time change or the sheer length of the plane

viral meningitis, a rare and dangerous condition that he has contracted not once, but two times: "Pretty high," he said at Sahalee, when asked to name the best golf course in

Appleby, Elkington, Norman, Baker-Finch... they, too, are all Australians. Jack Newton, the promising young player

Bertha Club is bargain

**Callaway
Golf hopes
the price
of its new
Big Bertha
Steelhead
line will
attract
golfers.**

By Jeff Babineau

OF THE SENTINEL STAFF

The golf market has been a little stagnant recently, and it is times such as these that Ely Callaway and Callaway Golf usually are scheming to do something to liven it up. A likely hot topic this week at the International PGA Show in Las Vegas — the West Coast's version of the merchandise megashow that visits Orlando each January — will be Callaway's introduction of a line of Big Bertha stainless steel drivers and fairway metal-woods. The

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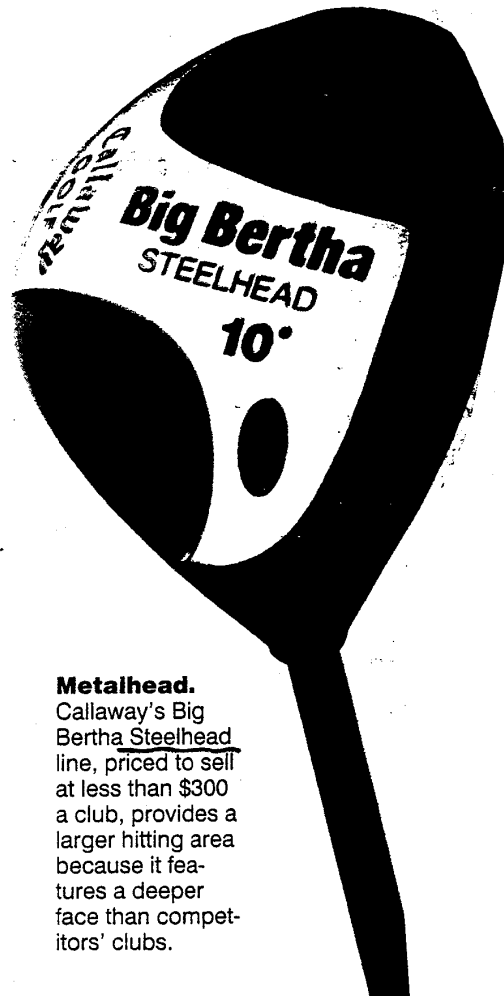
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PRESS CLIPPINGS



Metalhead.

Callaway's Big Bertha Steelhead line, priced to sell at less than \$300 a club, provides a larger hitting area because it features a deeper face than competitors' clubs.

line is called Big Bertha Steelhead.

The Steelhead has been designed to replace the Big Bertha Warbird metalwood line and will be sold alongside the company's Great Big Bertha titanium woods and the Biggest Big Bertha titanium driver, the latter retailing in the \$400-plus range.

Ely Callaway said golfers will find similar high-performance characteristics in the new line to the existing Big Bertha line of drivers and fairway woods.

Mainly, the product is a more forgiving club with a large hitting area that allows the average Joe to get a little more enjoyment out of his game.

What, then, would be the big advantage of the Steelhead?

Simple. Price.

Graphite-shafted Steelhead drivers, already being carried in golf shops, will carry a suggested retail price of \$275, and some outlets will offer them for less. Steel-shafted Steelhead clubs will retail for about \$195.

"Yes, price is the biggest advantage in this product, but it's not only about price," said Bruce Parker, the company's president. This is the best product we've ever developed. And I think it's important to have a new product right now while the market is flat."

Callaway has targeted two main competitors to wage battle against in looking to gain a larger piece of the pie in the metalwood market: Adams Golf and Orlimar Golf. Both are smaller companies that have made a significant impact by introducing shallow-faced fairway metalwoods.

Callaway's own philosophy is that woods that are too shallow-faced and too small are harder to hit, and that's why the Steelhead features a deeper face than its competitors, providing a larger hitting area.

"We've been asked, are you going to make a shallow-faced [club]? And we say, 'No we're

not,'" Callaway said. "We think the shallow face is a design flaw. We have a product we think has none of the negatives of a shallow-faced club, and many new positives."

The design of the Steelhead also features a lightweight crown plate that allows for more weight to be distributed at the bottom of the club. A weight chip is inserted atop the sole plate, keeping the center of gravity low, which allows a player to get his shots up into the air.

The weight can be positioned closer to the heel of the club head on drivers to enable a player to better draw the ball from right to left. And because the club tends to launch the ball a little higher with less spin, some players are going to find they can hit it farther.

Dick Helmstetter, the man behind development of innovative products at Callaway, said the relationship between the golf industry and the consumer is always ongoing, with the industry forever trying to get a better grasp of what today's player desires.

"For years," Helmstetter said, "we've worked on intuition, and not science. Sometimes, going from difficult to simple is the hard part."

Colin Montgomerie, who has led the European Tour's Order of Merit in each of the past five years, was asked to try the Steelhead on the practice tee at the U.S. Open in June and refused to hand it back, putting the metalwood right into his bag.

"If clubs go further and straighter, then I'll put them into the bag," Montgomerie said at last week's PGA Championship. "That's what I did."

Because Montgomerie is paid to represent Callaway, you'd expect to hear such glowing words.

"This is my job, not an amateur career," Montgomerie said. "I've got mortgages to pay and mouths to feed. I'm going to use the best product available."

Callaway's Steelhead drivers will be made ranging from 6 to 12 degrees of loft, come in standard 44-inch length and will be shipped to pro shops in early October.

The line of Steelhead fairway woods ranges from a 2-wood to an 11-wood.



ASSOCIATED PRESS

Back on track. The PGA's John Daly, back into competitive golf after overcoming bouts with alcoholism, is backed by Callaway Golf and uses a Big Bertha driver.



Reinventing the fairway club

Innovation is pure and simple

By Jerry Potter
USA TODAY

Sometimes the simple ideas reap the most benefits yet take the longest time to become reality.

Take the new fairway woods that have come on the market in the last year: the Adams Tight Lies, the Orlimar TriMetal and the Callaway Big Bertha Steelhead.

Through one means or another, they all lower the center of gravity of the club, in theory making them easier to hit for amateur or pro golfers.

It's basic physics, but why did it take so long for these clubs to be developed?

"Why did it take so long to invent the wheel?" answers Ely Callaway, founder of Callaway Golf.

He has a point. The idea of the wheel is pretty simple.

Yet when the buyers arrive at the PGA of America's International Golf Show this weekend in Las Vegas, they might be ordering these clubs as if they're the first wheels.

Dick Helmstetter, Callaway's executive vice president for new products, has a little more complicated explanation for the change.

Helmstetter says new materials and machines enable companies to produce better clubs after research tells them what makes a ball fly.

"It's a very complicated thing," Helmstetter says. "The optimum transfer of energy is when the center of gravity of the golf club and the center of gravity of the golf ball are in a straight line. The pros reach that state a lot, but the rest of us don't have as much luck."

Theodore Jorgensen, a retired physics professor at the University of Nebraska, says it's all marketing.

"The average golfer can improve his game quicker by improving his swing, rather than by trying to find equipment that works better," says Jorgensen, author of *The Physics of Golf*.

Apparently, the average golfer doesn't agree. The sales of these fairway woods have made Adams Golf a public company, and Orlimar is in the process of going public.

Callaway has led the industry in sales, but it's going through a downturn that its executives hope will be reversed by the sales of the new Steelhead woods.

Orlimar is enjoying an explosion in sales that leads to this weekend's introduction of irons and drivers to go with its fairway woods.

In '97, Orlimar did \$1.5 million in sales. In the first quarter of this year, it did \$4.5 million.



Physics of clubmaking: Callaway revised its design and put a metal chip at the bottom to lower the Big Bertha club's center of gravity.

The growth was triggered by an infomercial that has become the Trojan horse that got Orlimar into the market.

"The interesting thing about our popularity is that we're winning the Tour wars," says Nathaniel Crosby, who heads Orlimar's sales force. "We've doubled the number of players we have using our woods on the PGA Tour."

The company was started in

1960 by Lou Ortiz, who produced handmade persimmon woods that were sold mostly on the West Coast but were used by touring pros.

Ely Callaway bought one in the late '60s in Palm Springs, Calif., about 20 years before he founded his golf company.

"My dad and I are dinosaurs," says Orlimar President Jesse Ortiz, 45. "He used to make clubs in our garage."



Trimetals: Orlimar uses stainless steel, copper and tungsten.

Lou Ortiz is 73, and his company outgrew his garage long ago. The new engine of growth is the line of fairway woods made of stainless steel and copper tungsten, which, along with a shallow face, adds weight to the bottom of the club.

"The shallow face," Ortiz says, "is 10% of the story. The rest is the way we move the weight around."

Adams uses one metal, but it is a shallow-faced club with similar properties.

The Callaway Steelhead, which was introduced last week during the PGA Championship near Seattle, is Ely's answer to Orlimar's contention that oversized clubs are not good for fairway woods.

Callaway staff players Colin Montgomerie and John Daly used them in the PGA Championship. Neither won the tournament, but both liked them.

"I'll use any club that helps me hit the ball farther and straighter," says Montgomerie,

who took one from Callaway's headquarters in Carlsbad, Calif.

Callaway reversed the design of past metal woods, which were made by welding a sole plate to the club's head.

Callaway made the club-head open at the top and welded a crown plate to it, after adding a weight chip in the bottom to lower the center of gravity while keeping the oversized design.

There's a lively debate among executives of the companies as to which club is best.

"We've been working on this club for three years," Helmsstetter says, "but we didn't think of it, and Jesse Ortiz didn't either. Every club in Japan is made this way."

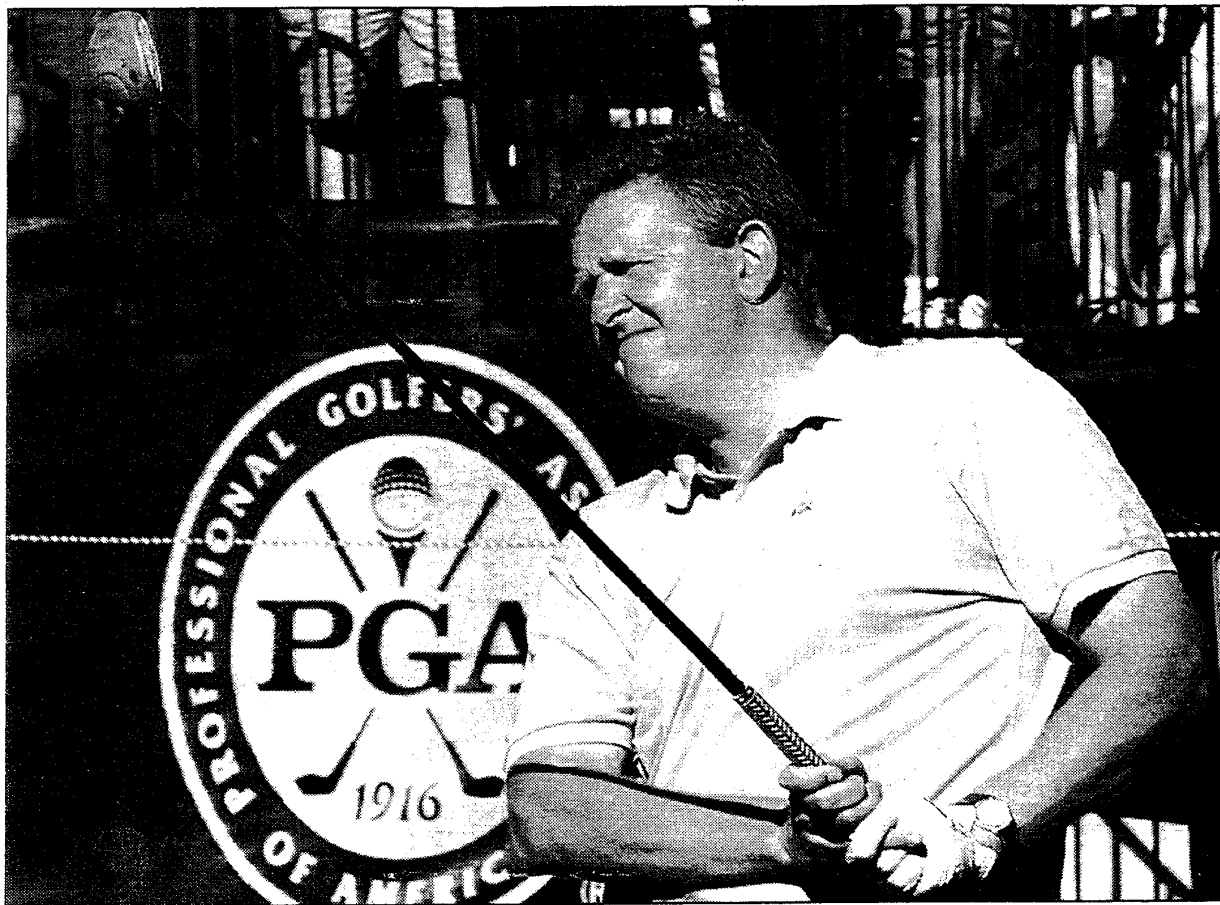
"They designed a good club," says Jesse Ortiz, who tested the Steelhead on Tuesday. "But there's no way a single-metal club can outperform a TriMetal because of the weight properties of steel."

They agree that shallow-faced clubs are better, although they are not as effective in fluffy lies because the club goes under the ball.

Ely Callaway says, "You can't hit air."

At a suggested retail price of between \$200 and \$300 a stick, the question is whether these clubs, whether Orlimar, Callaway or Adams, are better than past generations of fairway woods.

"Absolutely," says Helmsstetter, sounding as sure as the guy who invented the wheel.



By Jeff Haynes, Agence France-Presse

Seeking more distance: Colin Montgomerie, watching a tee shot during a practice round last week, put a Callaway Big Bertha Steelhead in his bag for the PGA Championship. 'I'll use any club that helps me hit the ball farther and straighter,' says Montgomerie.

As Show, the International Was Merely a Short Drive

By MIKE STACHURA

LAS VEGAS, Nev. — It seems almost a city ordinance here that all things, regardless of their substance or worth, must be grotesquely large. Whether it's hotel casinos, neon signs or breakfast buffets, nothing can get away with being low profile.

Still, despite having the largest number of exhibitors in show history, low profile is precisely what this year's PGA International Golf Show here last week turned out to be. Whether you were talking about the popular new style of fairway woods or the sentiment that kept some major manufacturers from exhibiting at this show at all, almost everything about golf's trip to the Strip this year was decidedly low profile.

Equipment giants like Titleist, FootJoy, Cobra, Spalding and Etonic opted out of exhibiting at the industry's semiannual show-and-tell expo,

*... it was low profile,
rare as a royal flush
in Las Vegas.*

as did several mid-range companies like Ben Hogan Golf, Bridgestone and PowerBilt. Some had new products they introduced this summer anyway, like Titleist's new irons and PowerBilt's affordably priced line of fairway woods, but most did not.

Their decision may have been the right one, as many manufacturers who did attend were disappointed in the low traffic at this show. There was even the sense among some observers that the number of major golf shows should be limited to one or at least that a date change should be made for future Las Vegas shows.

Still, the show, which occupied some 775,000 square feet (or about 13 football fields) inside the Las Vegas Convention Center once again provided no shortage of curiosities. The equipment buzz ran the gamut from "multimetal" clubhead materials like those in the new Liquidmetal C to the "biomagnetic" inner-soles in Florsheim's new Magne-force spikeless golf shoes.

Ely Callaway, the patriarchal wizard behind Callaway Golf, once again could smile at the frenzied

activity around his company's mammoth booth in the center of the show floor. It was undoubtedly welcome news after the company's stock took a nosedive in midsummer in response to gloomy profit forecasts.

The Callaway excitement centered on its new Steelhead metal wood line, designed with a lower center of gravity to help players launch their shots on the proper trajectory. The line replaces the company's wildly popular War Birdline of stainless steel woods, as well as combats the recent success that many smaller companies have had with low-profile fairway woods.

Mr. Callaway was happy his company was here, almost as happy as he was that some of his competitors were not. "We like for our competitors to make mistakes in judgment," he said. "Of course, any well-developed product can exist without a show, but I feel a new product does better with one than without."

Some of the competition surely agreed in their own low-profile ways. The booth at Orlimar, a small Northern California-based club maker that struck gold this summer with its infomercial sensation Tri-Metal line of fairway woods, was busy as the company unveiled a new similarly constructed driver, as well as new low-slung Tri-Metal irons. And Nike reintroduced its modified Air Zoom TW (Tiger Woods) shoe, dropping the retail price from last year's \$225 to \$160.

Most new iron introductions reflected a return to simpler looks with a high-tech twist. Maxfli offered two blade-like irons, including the sharp-looking "tour cavity" Revolution iron, which has been seen in Fred Couples's bag of late. Mizuno, the leading iron company among PGA Tour players, also introduced the Comp EZ, an oversized forged iron that is an extension of its popular T-Zoid line.

Still, much of the talk centered on what wasn't unveiled here. Adams Golf, whose success story has inspired many imitators, extended its fairway wood line, but there were rumors that a new driver is in the works for January's PGA Merchandise Show in Orlando, Fla. Callaway Golf, which has spent \$130 million in developing a ball product line, could be ready for a debut in January, too. Also lurking in the ball game for an Orlando rollout is Nike, which has been showing off its prototypes to selected parties for the past year.

Keeping a curiously low profile in Las Vegas was Taylor Made, which



Associated Press

Ely Callaway with his company's Steelhead metal woods displayed at the International show.

had the good fortune to have its products in the bags of the winners of three of the four majors this year, and as a result is selling the most drivers in stores this summer, according to some surveys. Still, Taylor Made had no significant product introductions, although it too has been linked with Callaway and Nike as new entrants in the ball game.

Taylor Made's president, George Montgomery, suggested titanium's popularity may be coming to a close.

"By my count, there have been about six million titanium drivers sold and that's very close to the number of avid core golfers out there," he said. "So there are two avenues you can take. Either lower some of your price points to reach other golfers — and you can't do much more with that because titanium is such an expensive product to work with, or make an effort to discover the next level of innovation."

The folks at the startup company, Liquidmetal Golf, think they have just that product. Their line of drivers, irons and putters is constructed of a special multimaterial metal alloy that is touted as being twice as strong as titanium. Liquidmetal's waterfall booth was anything but low profile, and so are its economics. The putters will retail for \$400, the drivers for \$595 and the set of eight irons will cost at least \$2,000.

But the company president, John Hoefflich, doesn't see anything out of touch about the price. "We don't sense any resistance to this price because this is a unique product," he said. "I think what's happening is golfers have decided not to buy anything until something better comes along. Maybe what they've been waiting for is our product."

New York, NY
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AUG 27, 1998



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LUCE PRESS CLIPPING

Mike Stachura is an associate editor at Golf Digest.

AUG 13, 1998



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PRESS CLIPPINGS

Andrade sneaks in

Patriot Ledger news services

REDMOND, Wash. — Billy Andrade is in the PGA Championship.

Andrade, who began the week as the eighth alternate for the event that began today at Sahalee Country Club, received a spot when former U.S. Open champion Steve Jones withdrew yesterday.

Jones had played a practice round Tuesday. However, he notified tournament officials yesterday morning that he was leaving due to the death of a close friend.

Andrade, who had been at his summer home in Bristol, R.I., took a flight out of Green Airport yesterday morning, when he was not sure he would get into the tournament. By the time he arrived in Seattle, he had a spot in a threesome with Olin Browne and Rocco Mediate, one of the last groups teeing off in today's first round.

PGA notebook

Andrade decided to head to Seattle after being told Monday night by fellow Rhode Islander Pat Horgan that his chances of getting in had increased. Horgan, who was the person ahead of Andrade on the alternate's list, was notified Monday night that he had a spot because of the withdrawal of Michael Bradley, who has back problems.

Still another Rhode Islander, Brett Quigley, became the first alternate after Andrade got a berth. However, as of early last night, Quigley did not have a spot.

In one of the stranger bits of scheduling in PGA Tour history, the rain-shortened AT&T Pebble Beach Invitational will be completed Monday, seven months after it started and then was interrupted by El Nino. In case you've forgotten, with 18 holes remaining there are a pair of co-leaders — Tom Watson and Tim Herron at 10-under par. Sea Island's Davis Love III is two shots back. To help ease the logistical problems of the situation, the PGA Tour arranged a chartered jet from Seattle Sunday night to get the players to Carmel, Calif. Herron joked months ago, "I wonder if anyone has ever led a

tournament for this long."

Callaway Golf went back to the future yesterday, announcing its new Big Bertha "Steelhead" line of woods at the PGA Championship. The California-based club manufacturer hopes the club will turn around a struggling market that has sent Callaway stock plunging in the first half of this year.

The Steelhead, which is made from old-fashioned steel, features significant weighting in the bottom of the club and a new "Hawk Eye" sole plate. The club is a departure from titanium, the metal that has dominated the market for the past five years.

The new line is an obvious move to regain sales Callaway has lost to smaller, shallow-faced woods made by Orlimar and Tight Lies. Both rely on a low center of gravity like the Steelhead, but the Steelhead is 33 percent larger, a feature that Callaway claims allows the average golfer more latitude on mishits.

Callaway plans to continue manufacturing the Big Bertha titanium woods, but that the Steelhead will replace its Warbird line.

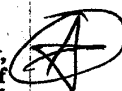
The Steelhead also is more reasonably priced. The Big Bertha woods cost between \$300 and \$500; the new line will retail in the \$250 to \$275 range.

The winner of the 80th PGA Championship will collect \$540,000, the second biggest prize after the Masters Tournament among the majors.

Mark O'Meara earned \$576,000 by winning the Masters, Lee Janzen collected \$535,000 for winning the U.S. Open, and O'Meara made \$492,000 for winning the British Open.

The total purse for this year's PGA Championship is \$3 million, up from \$2.6 million last year. Defending champion Davis Love III picked up a \$470,000 check then.

The biggest payoff for a PGA Tour win this year came at the Players Championship in March, when Justin Leonard won \$720,000.



AUG 13, 1998



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LUCE PRESS CLIPPINGS

Callaway unveils new woods

By Garry Smits
Times-Union sports writer

REDMOND, Wash. — Callaway Golf founder and chairman Ely Callaway unveiled the company's first new product line in almost a year yesterday, and also ripped competitors Adams Golf and Orlimar for recent advertisements that he said were inaccurate and misleading.

With Callaway pitch men John Daly and Colin Montgomerie front and center, the company formally launched its Big Bertha Steelhead line of metal woods, which will replace the Big Bertha War Bird. The 3-woods and 5-woods are being shipped to retailers now, and

the driver will be available in October. The retail price will be between \$250 and \$275 and will not affect Callaway's production of the titanium Biggest Big Bertha.

The Steelhead clubs feature a low center of gravity and a tapered sole plate, designed to get the club through the rough, and airborne off fairways.

Callaway took exception with recent Adams and Orlimar ads which include slogans such as: "bigger is not better," and with an Orlimar ad which claims 41 percent of Senior Tour players use the Trimetal, compared to 25 percent who use Callaway fairway woods.

Orlimar made that claim by

using results of the independent Darrell Survey during the week of the Senior Tour Home Depot Invitational, May 8-10. Callaway furnished Darrell Survey results which showed Orlimar and Callaway usage

neck-and-neck (30.8 percent each) on the Senior Tour in the last six weeks, and Callaway fairway woods leading Orlimar 31 percent to 26 percent for the year.

Callaway hopes smaller Steelheads a big hit

Las Vegas, NV
REVIEW-JOURNAL
Las Vegas
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PRESS CLIPPINGS

By Kevin Iole
Review-Journal

The Callaway Golf Co. is the 800-pound gorilla of the industry and, over the last decade, has used its bully pulpit to drum the words "big, bigger and biggest" into the heads of golfers.

Callaway was also quick to drop stainless steel clubs for non-traditional metals such as titanium. The clubs promised booming drives for even the high handicapper or occasional player.

But Callaway's newest introduction, the Steelhead metal wood, is clearly cut from a different mold. For one thing, the titanium is gone, and good old stainless steel is back. The profile of the club is also significantly smaller, much more in line with the clubs produced by archrivals Orlimar and Adams.

Is Callaway surrendering?

waving a white flag, admitting that the low profile is the way to go?

"We still believe bigger is better," insisted Steve Simon, a Callaway customer-service representative working the Callaway booth at the PGA International Golf Show this week at the Las Vegas Convention Center.

In the spring, the United States Golf Association hinted that it was considering regulations that would outlaw the new drivers, concerned they were launching the ball too far. As a result, Callaway's stock plummeted, and the company began aggressive countermeasures.

It took out full-page ads in golf periodicals decrying the USGA's position. It hired a noted attorney who had successfully sued

the USGA to represent it in case the USGA banned the oversized clubs, which it did not.

But, perhaps most significantly for the average player, Callaway introduced its line of woods earlier this month.

Callaway insists the sleeker club is not in response to the "overwhelming" success of the clubs produced by Orlimar and Adams, but there is no doubt the Steelheads look more like the Orlimar Tri-Metal or the Adams Tight Lies than they do the Biggest Big Bertha.

The head is smaller, the weight is less, and the shaft is shorter than previous Callaway introductions. But Simon insisted Callaway has tweaked its old War Bird clubs and not given in to the competition.

He noted the popularity of the large drivers on the five major professional golf tours — the PGA, Senior PGA, European Tour and LPGA.

"I can't give you an exact number, but the majority of golfers on the pro tours play oversized drivers, still to this day," Simon said. "We still (say) bigger is better. Even our stainless steel woods are bigger. When Big Bertha first came out, everybody went, 'Oh my God, look how big they are.' But Big Bertha looks small now."

The Steelhead metal woods are available as drivers as well as in 2, 3, Strong 3, 4, Strong 4, 5, 7, 9 and 11 woods. The suggested retail price is \$195 for steel shafts, \$295 for the graphite shafts.

Callaway is convinced the Steelheads will be a huge hit,

and said demand has already been strong. Colin Montgomerie used a 3-wood at the Callaway test center in Carlsbad, Calif., before the U.S. Open in June and liked the club so much he insisted on putting it in his bag.

Since it wasn't yet introduced, Callaway allowed it only on the condition that Montgomerie conceal the club from view.

Now that they're in production, Callaway expects the Steelhead to become a common sight.

"The reaction has been fantastic," Simon said. "We had hoped to do well with this, but it has really been a hit so far. The feedback has been overwhelmingly positive. What we've heard from our customers, and the reports they're getting from people who are purchasing the clubs, has been great."



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MY FAVORITE COURSE

Who: Dennis Courie, resident of Santa Fe Springs.



COURIE

The course: Dove Canyon Country Club.

Why: I've had an opportunity to play there because my boss is a member. I would say it is the ultimate

in courses that I've played, everything from the layout to the greens. It's very well-manicured, even though I know it gets a lot of play. It's simply outstanding. Very challenging, too.

THE MARKETPLACE

Item: Big Bertha Steelhead.

Comment: Callaway Golf's newest offering was the hot topic at the PGA Merchandise Show in Las Vegas. Fairway woods now are available in golf shops, and drivers are scheduled to be shipped in October. The Steelhead, which will carry a suggested retail price of \$275 with graphite shafts and about \$195 with steel, is said to be a replacement for the company's Big Bertha Warbird line of metal woods. The Steelhead reportedly is Callaway's answer to shallow-faced fairway metal woods like Adams Tight Lies and Orlimar Trimetal. Callaway officials contend clubs that are too shallow-faced and too small are harder to hit. The Steelhead, on the other hand, features a deeper club face which provides a larger hitting area.

BY THE RULES

Problem: A player's ball lies on the apron of the green, and a sprinkler head is on his line. Can he move his ball?

Solution: No. There would be relief only if the sprinkler head interfered with the player's stance or swing. If both the sprinkler head and ball were on the green, the player would be entitled to relief and the ball could be moved. The penalty for breach of rule 24, which covers obstructions, is loss of hole in match play and two strokes in stroke play.

MAJOR LETDOWN

Phil Mickelson is one of the favorites in this year's World Series of Golf in Akron, Ohio, having won the tournament in 1996, but he can't help but look



MICKELSON

back on another wasted year that includes no major championships.

The 28-year-old has three NCAA titles and a U.S. Amateur crown to his credit. He even

won the Phoenix Open as an amateur. His latest chance for a major was the recent PGA Championship, but a third-round 78 took him out of contention.

"Possibly, I think what I see myself doing is that when I was in college or when I had a very good record, and things didn't go well, I waited until they did," he said.

"In the majors, it's like I'm waiting for something bad to happen."

"I can't let the fact that I want to win these tournaments so bad it tightens up the way I play."

"But it's not the end of the world."

LET US KNOW

Ideas, submissions, comments:

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AUG 25, 1998



P1436

LUCE PRESS CLIPPING

Callaway rolls out new steel woods

By T.R. Reinman, STAFF WRITER

LAS VEGAS — Callaway golf announced sales of \$410 million for the first six months of this year, and yet from the first of the year until today the value of one share of its stock plummeted from \$27.88 to \$11.88.

The Asian financial crisis, competition from new corners, a failure to introduce a new product last year for the first time since 1990 and the general softness of the retail environment all were proposed as reasons for Callaway's slump.

"What's our answer to this?" said Don Dye, president and CEO of Callaway.

The new Big Bertha Steelhead metal woods.

Unveiled in the last two weeks and creating no little buzz this past weekend at the PGA International Golf Show in Las Vegas, the Steelhead line represents a significant departure from the way things have been for Callaway.

The clubs are made of stainless steel, not titanium. And while the Callaway line grew in size from the War Bird to the Great Big Bertha to the Biggest Big Bertha, the Steelhead is nearly a third smaller than the Biggest, marginally larger than the stainless War Bird.

Perhaps the most significant change for consumers: the suggested retail price is \$285.

Dick Helmstetter, Callaway senior executive vice president and chief of new products, said the Steelhead is not designed to replace the titanium lines, but the War Bird. Titanium and steel, he said, are two different businesses.

The Steelhead has a lower center of gravity thanks to its design: a lightweight crown plate, a solid face and



Club warfare: Callaway unveils its newest line of Big Berthas, the Steelhead metal woods.

lower body and a weight chip inserted in the bottom of the interior. Helmstetter said the idea was to create a club that has a higher launch angle and puts less spin on the ball.

He didn't say, but intends, for the Steelhead line to put a different spin on Callaway's fortunes in the coming months, too.

AUG 23, 1998



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LUCE PRESS CLIPPINGS

EQUIPMENT NOTEBOOK

Brickyard's cart computers guide golfers to pin

From C-J and AP Dispatches

High tech golf may have reached its outer limits at the Brickyard Crossing course, located on Indianapolis Motor Speedway property and site of the Comfort Classic Senior PGA Tour event Sept. 8-13.

The newest innovation, the first of its type in Indiana — Kentucky has none — and among only 45 worldwide, features a computer screen on each golf cart that outlines the upcoming hole. The computer lists yardages to the edges of bunkers or water hazards and the hole itself. When the cart parks alongside tee shots, the computer lists the distance to the pin.

Called ProLink and made by Leading Edge Technology Inc., the computers cost almost \$4,000 per cart.

By pushing a button the golfer receives a topographical look at

the green and its pin placement. By pushing another, suggestions for playing the hole are obtained. If the weather is threatening, an advisory is placed on the screen. Best of all, said pro Rollie Schroeder, the system enables workers in the pro shop to keep track of each cart and determine if the golfers are maintaining a proper pace.

"It's really helped to speed our play up," he said. "We can track every car over the whole Speedway grounds. So if somebody gets off the golf course and shoots over to the race track, we can tell which car it is and send someone over there."

The computer screen tells golfers if they are behind an acceptable pace.

Schroeder said the computers determine yardage within two yards of the flagstick while operating off a space satellite.

"They're only good for resorts.

You wouldn't want them in a private club, because the same people play there all the time," Schroeder said. "But we have different people, and the way this course is constructed, it speeds them up pretty good."

Callaway debuts Steelhead

Callaway Golf Co. has introduced a new line of metal woods termed the Big Bertha Steelhead, which it claims is the "most forgiving stainless steel woods we have developed."

The new clubs feature an "extremely lightweight, very thin" crown plate atop the club. The lower portion is said to be "relatively heavy," and the third part of the club is a stainless steel chip that can come in various weights and rests in the interior of the club.

Callaway officials say the club produces the lowest center of grav-

ity of any metal wood they have tested and also provides a large sweet spot. The suggested retail price is \$295 for clubs with graphite shafts and \$195 for those with steel shafts.

Little Berthas introduced

Callaway also said it has introduced a line of Little Bertha golf clubs that are designed in proportion to children's bodies.

The Little Bertha woods and irons have lightweight, flexible graphite shafts that are more effective at slower swing speeds and easier for children to handle, the company said. The clubs also have grips designed for small hands, and the various club faces are designed to compensate for youngsters' swings.

A set that includes a driver, 6-iron, 8-iron, wedge, putter and bag has a suggested retail price of \$500.

AUG 25, 1998



P1416

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Callaway uses Steelhead as bait in metalwood battle

Bee News Services

A likely hot topic this week at the International PGA Show in Las Vegas — the West Coast's version of the merchandise megashow that visits Orlando, Fla., each January — will be Callaway's introduction of a line of Big Bertha stainless steel drivers and fairway metalwoods. The line is called Big Bertha Steelhead.

The Steelhead has been designed to replace the Big Bertha Warbird metalwood line and will be sold alongside the company's Great Big Bertha titanium woods and the Biggest Big Bertha titanium driver.

What, then, would be the big advantage of the Steelhead?

Simple. Price.

Graphite-shafted Steelhead drivers, already being carried in golf shops, will carry a suggested retail price of \$275, and some outlets will offer them for less. Steel-shafted Steelhead clubs will retail for about \$195.

"Yes, price is the biggest advantage in this product, but it's not only about price," said Bruce Parker, the company's president. "This is the best product we've ever developed. And I think it's important to have a new product right now while the market is flat."

Callaway has targeted two main competitors to wage battle against in looking to gain a larger piece of the pie in the metalwood market: Adams Golf and Orlimar Golf. Both are smaller companies that have made a significant impact by introducing shallow-faced fairway metalwoods.

Callaway's own philosophy is that woods that are too shallow-faced and too small are harder to hit, and that's why the Steelhead features a deeper face than its competitors, providing a larger hitting area.

"We've been asked, 'Are you going to make a shallow-faced (club)?' And we

say, 'No, we're not,'" said company CEO Ely Callaway. "We think the shallow face is a design flaw. That's our opinion. We have a product we think has none of the negatives of a shallow-faced club, and many new positives."

The design of the Steelhead also features a lightweight crown plate that allows for more weight to be distributed at the bottom of the club. A weight chip is inserted atop the sole plate, keeping the center of gravity low, which allows a player to get his shots up into the air.

The weight can be positioned closer to the heel of the clubhead on drivers to enable a player to better draw the ball from right to left. And because the club tends to launch the ball a little higher with less spin, some players are going to find they can hit it farther.

Dick Helmstetter, the man behind development of innovative products at Callaway, said the relationship between the golf industry and the consumer is always ongoing.

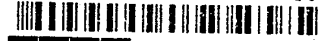
"For years," Helmstetter said, "we've worked on intuition and not science. Sometimes going from difficult to simple is the hard part."

Callaway's Steelhead drivers will have six to 12 degrees of loft, come in standard 44-inch length and will be shipped to pro shops in early October.

The line of Steelhead fairway woods ranges from a 2-wood to an 11-wood.

Callaway also has introduced a line of Little Bertha clubs for children that are designed in proportion to children's bodies.

The Little Bertha woods and irons have lightweight, flexible graphite shafts that are more effective at slower swing speeds and easier for children to handle. The clubs also have grips designed for small hands, and the various clubfaces are designed to compensate for youngsters' swings.



Callaway's answer in fairway metals market

By DOUG FERGUSON
AP Golf Writer

As far as Ely Callaway is concerned, bigger is better.

The company that created Big Bertha, Great Big Bertha and the Biggest Big Bertha didn't come up with something really colossal this time. But it didn't exactly downsize, either.

In a fairway metals market where shallow-faced clubs of Orlimar Golf and Adams Golf have rocked in popularity, Callaway stuck to its belief that a larger clubface produces better results.

Its newest metal wood is the Big Bertha Steelhead, which replaces the original War Bird with technology that Callaway says it has been developing over the past three years.

The one constant is the clubface, one-third larger than TriMetals from Orlimar and Tight Lies from Adams.

"If it is designed properly, then bigness is one important factor, particularly when you're talking about effective size," said Callaway, the founder and chairman. "To the degree our clubface is

deeper by 30 percent, that is a plus to all golfers."

The Steelhead features a lightweight crown plate, which enabled the head to be slightly larger than the original War Bird without becoming heavier. A weight chip is inserted in the sole plate for a low center of gravity, which helps get the ball in the air more consistently.

"A low center of gravity does not have to mean a shallow face," said Richard Helmstetter, Callaway's chief of new products. "We stretched the stainless steel technology some. We went through a lot of computer work getting the center of gravity where we really wanted it."

The result?

"This is the best we've ever made," Helmstetter said.

The initial feedback could prove to be a much-needed shot in the arm for Callaway, which saw its net income plunge 55 percent in the second quarter.

Donald Dye, president and chief executive officer, attributed the loss to the Asian economic crisis, a decrease in U.S. consumer demand

and loss of market share to competitors.

Dye also said this was the first year since 1990 that Callaway did not have a metal wood ready for the January merchandise show in Orlando, Fla.

"We weren't ready to introduce this in January. We're ready to do it now," Dye said at the PGA Championship, where Callaway first unveiled the Steelhead to the public.

"This may not immediately attract the attention of the public, but it will be a watershed point in the retail part of our business."

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According to the Darrell Survey of clubs used last week on the Senior Tour, 50 of the 63 Big Bertha fairway woods in play were the new Steelhead.

And at the Sprint International on the PGA Tour, Big Bertha had 63 fairway metals, 24 of them the Steelhead. Orlimar had 32, while Taylor Made had 18.

"I'm confident that will only grow," Callaway said. "It will be more valid in four or five weeks, because we'll have the facts from those weeks. But the facts on this weekend are there. It's been a very dramatic, very quick acceptance — quicker than we expected."

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Tight Lies is made of stainless steel and features an inverted club-head with a tri-level sole plate.

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"These will be affordable to far more people," Dye said.

Callaway is careful to note that the Steelhead replaces the original War Bird, not the titanium in the Great Big Bertha and Biggest Big Bertha. Daly caused a stir in Seattle when he said he was hitting the 6-degree Steelhead an additional 20 yards.

"Goodbye Ti, hello Steel," Daly said.

But Callaway said titanium still has its place, particularly with those players who need the lightweight metal to help them get through the ball faster.

"If designed properly, titanium is very rewarding," Callaway said. "The metal itself has real advantages. We've been very successful and we expect to have a great future. But for the stronger players, I expect the Steelhead will eat into our titanium to a certain extent."

Of greater concern is how well Steelhead eats into fairway metals market where Orlimar and Adams have thrived this year.

David Braham of World of Golf in New York said the Steelhead was an "immediate success."

"People are very interested in it," he said. "Callaway is making significant inroads where they had lost market shares. That said, it's new. Interest goes to the newest thing on the block."

"The real test will be six months down the road, when it's not just a novelty but is standing entirely on its merits."

AUG 26, 1998

Callaway focusing on bigger and bigger clubs

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AUG 26, 1998



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LUCE PRESS CLIPPINGS

Bigger can be better when it comes to golf clubs

BY DOUG FERGUSON
Associated Press Writer

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Callaway in fairway metals battle

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AP Photo/DAVE MARTIN

Ely Callaway, founder of Callaway Golf, looks at the new fairway woods the company introduced recently.

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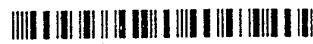
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Callaway offers new way to drive

■ Big Bertha Steelheads offer average golfer more for less

JEFF BABINEAU ORLANDO SENTINEL

The golf market has been a little stagnant recently, and it is times such as these that Ely Callaway and Callaway Golf usually are scheming to do something to liven it up.

A hot topic at the recent International PGA Show in Las Vegas was Callaway's introduction of a line of Big Bertha stainless steel drivers and fairway metal woods. The line is called Big Bertha Steelhead.

The Steelhead has been designed to replace the Big Bertha Warbird metal-wood line and will be sold alongside the company's Great Big Bertha titanium woods and the Biggest Big Bertha titanium driver, the latter retailing for about \$400.

Ely Callaway said golfers will find similar high-performance characteristics in the new line to the existing Big Bertha line of drivers and fairway woods.

Mainly, the product is a more-forgiving club with a large hitting area that allows the average golfer to get a little more enjoyment out of his game.

What, then, would be the big advantage of the Steelhead? Simple. Price.

Graphite-shafted Steelhead drivers, already being carried in golf shops, will carry a suggested retail price of \$275, and some outlets will offer them for less. Steel-shafted Steelhead clubs will retail for about \$195.

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SPECIAL TO THE PIONEER PRESS

The Callaway Big Bertha Steelhead line will replace the Big Bertha Warbird this fall with prices starting at \$195.

Steelhead features a deeper face than its competitors, providing a larger hitting area.

"We've been asked, are you going to make a shallow-faced (club)? And we say, 'No, we're not,'" Callaway said. "We think the shallow face is a design flaw. That's our opinion. We have a product we think has none of the negatives of a shallow-faced club, and many new positives."

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The weight can be positioned closer to the heel of the club head on drivers to enable a player to better draw the ball from right to left. And because the club tends to launch the ball a little higher with less spin, some players are going to find they can hit it farther.

Dick Helmstetter, the man behind development of innovative products at Callaway, said there is a good relationship between the golf industry and the consumer, with the industry trying to get a better grasp of what today's player desires.

"For years," Helmstetter said, "we've worked on intuition, and not science. Sometimes, going from difficult to simple is the hard part."

Colin Montgomerie, who has led the European PGA Tour's Order of Merit in each of the past five years, was asked to try the Steelhead on the practice tee at the U.S. Open in

June and refused to hand it back, putting the metal wood right into his bag.

"If clubs go further and straighter, then I'll put them into the bag," Montgomerie said at the PGA Championship. "That's what I did."

Because Montgomerie is paid to represent Callaway, you would expect to hear such glowing words.

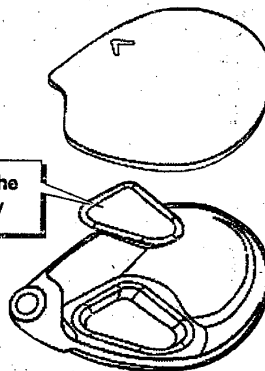
"This is my job, not an amateur career," Montgomerie

said. "I've got mortgages to pay and mouths to feed. I'm going to use the best product available."

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Weight chip to keep the center of gravity low



PAGE F_{ORE}



SWING THOUGHT
"Golf is a game of endless predicaments."
 — Chi Chi Rodriguez

IN THE ROUGH

Club makers face battle for survival

By T.R. Reinman
 STAFF WRITER

LAS VEGAS — The biggest names in the golf club manufacturing industry this year have cut employees, cut managers, cut prices, cut dividends, and not just "cut" as in a gentle left-to-right shot. In some cases, as in "cut with a sickle."

For years participants and visitors to the PGA International Golf Show have looked around and guessed which of their numbers wouldn't be coming back to the next show. And yet over the last three days the show was staged at the Las Vegas Convention Center, the biggest house in one of the biggest convention meccas in the land.

Two of the industry leaders, Titleist and Spalding, stayed away, not so much out of cost concerns but rather the timing of the show, too late for this year and too early for next. Attendance was anemic compared to years past. Many vendors were said to be unhappy with the result of the date shift from mid-September. Another spin was that it gave vendors more "quality time" with their important accounts.

What's needed are some quality revenue figures.

Callaway Golf, the seeming industry monolith, reported sales of approximately \$410 million in the first six months of 1998 and even that performance was deemed disappointing. Taylor Made, the second-largest manufacturer, also based in Carlsbad, slashed the price



Hard times: Crowds at Las Vegas show belie the economic problems plaguing the golf industry.

on its Ti Bubble 2 and had a great first quarter followed by a mediocre second quarter followed by a poor third quarter.

After years of booming revenues and profits, for many companies flat sales were good in 1998.

"This is not the first industry to have a down year," said Ron Drapeau, president and CEO of Odyssey Golf, which last year was purchased by Callaway Golf from Tommy Armour's parent company. "Over the last half-dozen years we've thrown a lot of technology at the golfing public. Maybe the market is saturated."

Studies indicate there are 5 million avid, core golfers in the United States. And that about 6 million titanium woods have been sold in the

'90s.

"You do the math," said Taylor Made president and CEO George Montgomerie. "But those 5 million have another 13 clubs in the bag. Our challenge is finding a way to make better clubs. And there are another 20 million occasional players in the country who might not want to spend as much money on clubs as the core 5 million can and have spent. There's another opportunity for us."

Callaway has said "amen" to that, loud and clear. After years of pumping up the size, price and sales of big and bigger titanium woods — not only theirs, but industrywide — the company recently unveiled a stainless steel line of woods called the Big Bertha Steelhead. The suggested retail price of the 1-, 3- or 5-

wood is \$285, approximately a 43 percent reduction from last year's Biggest Big Bertha price.

When a Chicago golf writer at the PGA Championship asked what was the advantage to buying the Steelhead, Callaway president Bruce Parker said, "The price."

"The market," he added, "clearly has drawn a line at \$300. This will allow many more people to buy our product. We think it's a far better product than we've ever made in fairway woods."

Callaway was one of the few companies to offer a product with more than cosmetic changes at Las Vegas, but Taylor Made and others are expected to have new lines available at the golf industry show,

in January at Orlando.

And, somehow, they had better. "Product development fuels the market," Parker said in Las Vegas. "It's not just about prices. People enjoy golf using these clubs."

But product development means time and money. There's not a lot of either left before a number of reeling companies will be canceling reservations for next year's show in Las Vegas.

"The one thing that fuels the industry is capital," said Taylor Made's Montgomerie. "Wall Street is not very enamored of us right now. If that capital dries up, there is going to be some consolidation."

Said Odyssey's Drapeau, "It's going to take time to recover. Those of us with the financial base to continue research and development have been hurt less. In another time and place we might capitalize on our brand recognition and branch out, but this is not the time."

Existing companies will have to find more efficient production methods while moving ahead with new lines. New companies will have to carve out their niches — as Tight Lies and Orlimar did with fairway woods this year — and then hold on when the big boys start to fight back.

And then there are some, such as Laguna Niguel-based Liquidmetal, which will take technology in a new direction. Introduced in January, the clubs finally are ready to be shipped: an alloy of titanium, zirconium, nickel, copper and beryllium said to be stronger than titanium or stainless steel and offering a softer, more solid feel than either of those metals.

Oh, about that \$300 line drawn in the marketplace. The Liquidmetal putter retails for \$400, the driver for \$595 and the set of eight irons for \$1,998. But hurry. Soon those irons are going up to \$2,700.

Callaway rolls out new steel woods

By T.R. Reinman, STAFF WRITER

LAS VEGAS — Callaway golf announced sales of \$410 million for the first six months of this year, and yet from the first of the year until today the value of one share of its stock plummeted from \$27.88 to \$11.88.

The Asian financial crisis, competition from new comers, a failure to introduce a new product last year for the first time since 1990 and the general softness of the retail environment all were proposed as reasons for Callaway's slump.

"What's our answer to this?" said Don Dye, president and CEO of Callaway.

The new Big Bertha Steelhead metal woods.

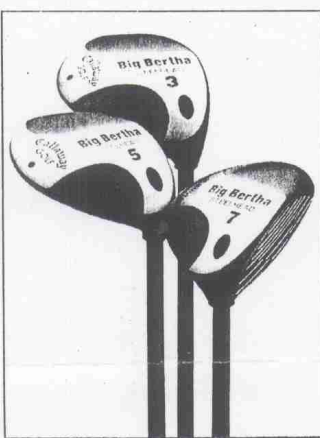
Unveiled in the last two weeks and creating no little buzz this past weekend at the PGA International Golf Show in Las Vegas, the Steelhead line represents a significant departure from the way things have been for Callaway.

The clubs are made of stainless steel, not titanium. And while the Callaway line grew in size from the War Bird to the Great Big Bertha to the Biggest Big Bertha, the Steelhead is nearly a third smaller than the Biggest, marginally larger than the stainless War Bird.

Perhaps the most significant change for consumers: the suggested retail price is \$285.

Dick Helmsstetter, Callaway senior executive vice president and chief of new products, said the Steelhead is not designed to replace the titanium lines, but the War Bird. Titanium and steel, he said, are two different businesses.

The Steelhead has a lower center of gravity thanks



Club warfare: Callaway unveils its newest line of Big Berthas, the Steelhead metal woods.

lower body and a weight chip inserted in the bottom of the interior. Helmsstetter said the idea was to create a club that has a higher launch angle and puts less spin on the ball.

He didn't say, but intends, for the Steelhead line to put a different spin on Callaway's fortunes in the com-

Putter business sweeter the second time around

By T.R. Reinman
 STAFF WRITER

LAS VEGAS — In the putter business, the wizards in the lab are concerned with the coefficient of restitution, the moment of inertia and the point of percussion. The folks in marketing want the thing to be different and recognizable. The public just wants it to work.

The people at Never Compromise know about designing and selling putters. And how to rebound.

Jim Flood started Odyssey Golf and was soon joined by Vikash Sanyal, Brad Adams and Brian Pond. Flood moved on, but Adams pushed for the "Stronomic" material to be used as a black insert. Pond figured out how to do that and Sanyal marketed and publicized their distinctive product.

They worked so well together that in 1995 Odyssey was bought by Tommy Armour for about \$14 million and that worked out so well that the three of them quit even before Armour sold Odyssey to Callaway for about \$130 million in '97.

"It was a family, an all-for-one thing," Adams said with regret but

something else."

What they became — after an enforced no-compete year off for Adams and Pond — was Never Compromise. The office and plant are in Vista.

After months of asking pros to test prototypes, they went on tour with their three-piece putter in March and Nick Price on the PGA Tour and Meg Mallon on the LPGA Tour both won with it, as did Grace Park in the U.S. Women's Amateur.

The Never Compromise putter's midsection is a lightweight polymer composite baked into a heel and toe of a heavier metal alloy. The overall weight is the same as a "conventional" putter, but this midsection weighs about 30 grams compared to approximately a 100-gram insert section in other putters.

The wizards in the lab say the increase in perimeter weighting enlarges the point of percussion and diminishes dispersion. The folks in marketing feel the black-silver-black paint job makes it distinctively recognizable. Initial sales reports say the public thinks the thing

EVERY THURSDAY: A CLOSER LOOK

Golf extra

Reinventing the fairway club

Innovation is pure and simple

By Jerry Potter
USA TODAY

Sometimes the simple ideas reap the most benefits yet take the longest time to become reality.

Take the new fairway woods that have come on the market in the last year: the Adams Tight Lies, the Orlimar TriMetal and the Callaway Big Bertha Steelhead.

Through one means or another, they all lower the center of gravity of the club, in theory making them easier to hit for amateur or pro golfers.

It's basic physics, but why did it take so long for these clubs to be developed?

"Why did it take so long to invent the wheel?" answers Ely Callaway, founder of Callaway Golf.

He has a point. The idea of the wheel is pretty simple.

Yet when the buyers arrive at the PGA of America's International Golf Show this weekend in Las Vegas, they might be ordering these clubs as if they're the first wheels.

Dick Helmstetter, Callaway's executive vice president for new products, has a little more complicated explanation for the change.

Helmstetter says new materials and machines enable companies to produce better clubs after research tells them what makes a ball fly.

"It's a very complicated thing," Helmstetter says. "The optimum transfer of energy is when the center of gravity of the golf club and the center of gravity of the golf ball are in a straight line. The pros reach that state a lot, but the rest of us don't have as much luck."

Theodore Jorgensen, a retired physics professor at the University of Nebraska, says it's all marketing.

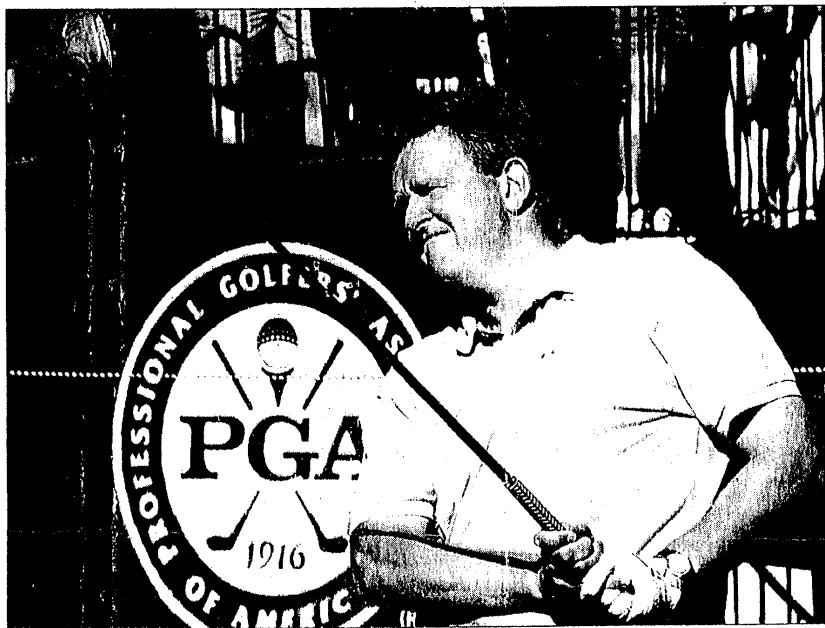
"The average golfer can improve his game quicker by improving his swing, rather than by trying to find equipment that works better," says Jorgensen, author of *The Physics of Golf*.

Apparently, the average golfer doesn't agree. The sales of these fairway woods have made Adams Golf a public company, and Orlimar is in the process of going public.

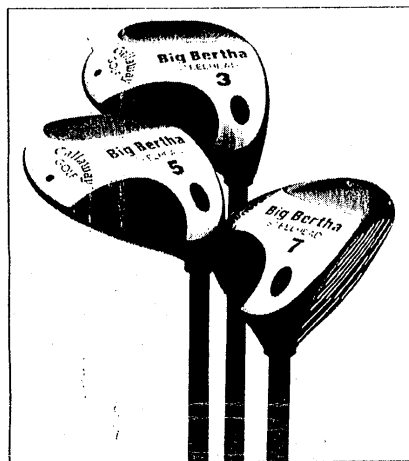
Callaway has led the industry in sales, but it's going through a downturn that it executives hope will be reversed by the sales of the new Steelhead woods.

Orlimar is enjoying an explosion in sales that leads to the weekend introduction of new drivers to go with its fairway woods.

In '97, Orlimar did \$1.5 million in sales. In the first quarter of this year, it did \$4.5 million.



Seeking more distance: Colin Montgomerie, watching a tee shot during a practice round last week, put a Callaway Big Bertha Steelhead in his bag for the PGA Championship. "I'll use any club that helps me hit the ball farther and straighter," says Montgomerie.

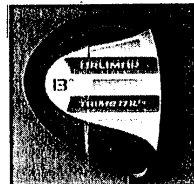


Physics of clubmaking: Callaway revised its design and put a metal chip at the bottom to lower the Big Bertha club's center of gravity.

The growth was triggered by an infomercial that has become the Trojan horse that got Orlimar into the market.

"The interesting thing about our popularity is that we're winning the Tour wars," says Nathaniel Crosby, who heads Orlimar's sales force. "We've doubled the number of players we have using our woods on the PGA Tour."

The company was started in



Trimetals: Orlimar uses stainless steel, copper and tungsten.

Lou Ortiz is 73, and his company outgrew his garage long ago. The new engine of growth is the line of fairway woods made of stainless steel and copper tungsten, which, along with a shallow face, adds weight to the bottom of the club.

"The shallow face," Ortiz says, "is 10% of the story. The rest is the way we move the weight around."

Adams uses one metal, but it is a shallow-faced club with similar properties.

The Callaway Steelhead, which was introduced last week during the PGA Championship near Seatons Bay, is an answer to Orlimar's oversized, good-for-fairway

Callaway staff Montgomerie used them in the onship. Neither, but

"I'll use me hit straight

who took one from Callaway's headquarters in Carlsbad, Calif.

Callaway reversed the design of past metal woods, which were made by welding a sole plate to the club's head.

Callaway made the club-head open at the top and welded a crown plate to it, after adding a weight chip in the bottom to lower the center of gravity while keeping the oversized design.

There's a lively debate among executives of the companies as to which club is best.

"We've been working on this club for three years," Helmstetter says, "but we didn't think of it, and Jesse Ortiz didn't either. Every club in Japan is made this way."

"They designed a good club," says Jesse Ortiz, who tested the Steelhead on Tuesday. "But there's no way a single-metal club can form a TriMetal weight properly."

They agree the shallow-faced club is the answer, though the

Anyone remember Pebble Beach?

In one of the stranger bits of scheduling in PGA Tour history, the rain-shortened AT&T Pebble Beach Invitational will be completed Monday, seven months after it was interrupted by El Niño. In case you've forgotten, with 18 holes remaining there are a pair of co-leaders — **Tom Watson** and **Tim Herron** at 11-under par. Sea Island's **Davis Love III** is two shots back. **Stewart Cink** of Smyrna trails by five. Of the original 180 players, 139 decided to return. Not among them are **Mark O'Meara** and **Tiger Woods**, who are too far back to contend. To help ease the logistical problems, the PGA Tour arranged a chartered jet from Seattle Sunday night to get the players to Carmel, Calif.

Sutured Nobilo still feels lucky

New Zealand's **Frank Nobilo** took 30 stitches above his left eye recently at the Lake Nona Golf Club in Orlando, where he's a member, when struck by a ball hit from the range, 90 yards away. Doctors told Nobilo that being struck just a fraction of an inch in either direction could have caused blindness or even death. "I feel very lucky," said the two-time winner of the Sarazen World Open. "This was a real wake-up call. If this is the worst thing that happens to me, I'll be OK." Callaway Golf will debut a new line of metal woods today, the "Steelhead" driver and fairway woods. Priced in the \$175 range, they are Callaway's market combatant to the Adams Tight

Lies and Orlimar TriMetal fairway woods. . . . **Tiger Woods** is still using buddy **Mark O'Meara's** backup putter, a **Ping Anser2**. With a slightly longer shaft than his former **Scotty Cameron**, the putter allows Woods to stand over the ball a little taller. "I'm able to see the line better," Woods said. "I'm not as hunched over."

Couples and Lynx a question mark



Couples

Fred Couples was surprised by a question Tuesday that forced a comment on the financially unstable **Lynx Golf Co.**, in which he's both a representative and a co-owner. Couples was asked about the **Maxfli** irons he is using, replacing the **Lynx** irons that used to occupy his bag. Said

Couples, a bit awkwardly, "A lot of my other clubs, they're six and seven years old . . . but **Lynx** is struggling and I really couldn't get a new set. A lot of the grooves that I had are worn out." He grew fond of **Maxfli's** irons in Britain while testing some balls at the company's trailer. "Right now they're really debating what to do at **Lynx**," Couples said. "I've tried to stay out of that." He is still hitting his **Lynx** driver and "killing it." . . . Atlanta resident **Billy Andrade**, the ninth alternate, is one more withdrawal away from entry into the PGA. **P.H. Horan**, the eighth alternate, replaced injured **Michael Bradley** on Tuesday.

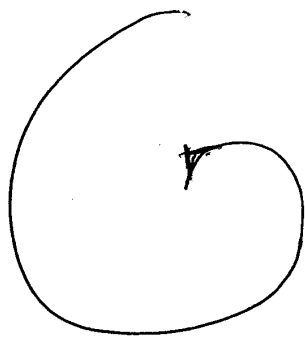


Exhibit G

Press Release dated:

August 12, 1998

August 24, 1998

September 8, 1998

September 15, 1998

September 29, 1998

October 12, 1998

October 20, 1998

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**BIG BERTHA® STEELHEAD™ FAIRWAY WOODS SOAR TO THE TOP OF
THE SENIOR TOUR ONE WEEK AFTER INTRODUCTION**

CARLSBAD, CA., August 24, 1998 -- In a remarkably swift rise to the top, the new Big Bertha® Steelhead™ Metal Woods from Callaway Golf Company (NYSE:ELY) have become the No. 1 fairway wood of choice on the Senior PGA Tour -- just one week after their introduction, the Company announced today. The new stainless steel metal woods, which feature a number of unique design features, also made significant inroads in their first full week on the PGA Tour and the LPGA Tour.

A total of 50 Big Bertha Steelhead Fairway Woods were in play at the Northville Long Island Classic on the Senior PGA Tour over the past weekend. That was 10 more units than all of the Orlimar fairway wood models used in this event and nearly twice as many as the next three manufacturers combined. All told, 63 Big Bertha fairway woods (all models) were in play, giving the company a penetration of 40 percent of the entire field for this particular event.

Callaway Golf fairway woods also were No. 1 at the PGA Tour's Sprint International with a total of 63 -- 24 of them Big Bertha Steelhead Fairway Woods -- in play last week. On the LPGA Tour, there were a total of 284 Big Bertha Fairway Woods (71.5 percent of the field) in play, 56 of which were Big Bertha Steelhead Fairway Woods.

"This extremely fast acceptance by top professionals confirms our belief that the new Big Bertha Steelhead Metal Woods are the best stainless steel metal woods we have ever made," said Donald H. Dye, President and CEO of Callaway Golf. "We were confident that by making a golf club with a deeper effective hitting area -- rather than a shallow-faced or low-profile club -- we would introduce a product that is demonstrably superior. For Big Bertha Steelhead Fairway Woods to become No. 1 on the Senior Tour in just one week and also to achieve such wide acceptance on the PGA Tour and LPGA Tour during the same short period is particularly gratifying. This is especially true in light of the misleading advertising claims made by one of our competitors alleging it is 'the #1 fairway wood on Tour!'"

"That same competitor has created a major campaign run in newspapers and magazines the past few weeks making claims that we believe are false and misleading," said Ely Callaway, Founder and Chairman of Callaway Golf. "Some of these claims are based on statistics that are outdated and are therefore very misleading to the public."

Mr. Callaway cited a four-page ad in the August/September issue of *Golf Digest* and a full-page advertisement that ran in USA Today on August 21. With a headline trumpeting the claim "Orlimar Rockets to #1 on the Senior Tour," the competitor's ad uses Darrell Survey statistics from a May 10 Senior PGA Tour tournament. Orlimar had, in fact, reached its peak penetration in that May tournament. Immediately thereafter, Orlimar's penetration on the Senior PGA Tour began to slip. And with the rapid acceptance of Big Bertha® Steelhead™ Fairway Woods as of August 20, their penetration now "rockets" downward to 25%. This trend has not been reflected in any of the Orlimar print ads. Callaway Golf had been the leader in fairway woods in the preceding two Senior PGA Tour events as well.

"Furthermore, the ad in the current edition of *Golf Digest* claims that Orlimar is 'the #1 fairway wood on the Tour!,'" Mr. Callaway said. "This is false. The facts are that Callaway is, by a wide margin, the No. 1 fairway wood on the PGA Tour, the Senior PGA Tour, the LPGA Tour, the Nike Tour and the PGA European Tour."

"The rapid acceptance of the Big Bertha Steelhead Metal Woods by professionals mirrors what is happening with the amateur. The introduction of the Big Bertha Steelhead is our most successful new product launch ever," said Bruce Parker, Senior Executive Vice President and Chief Merchant of Callaway Golf Company.

For more information about Callaway Golf Company, please visit our web site at www.callawaygolf.com.

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**CALLAWAY® FAIRWAY WOODS INCREASE LEAD AS #1 ON TOURS;
BIG BERTHA® STEELHEAD™ METAL WOODS AN UNPRECEDENTED
SUCCESS**

CARLSBAD, Calif., Sept. 8, 1998 -- Big Bertha® Fairway Woods from Callaway Golf (NYSE:ELY) increased their lead as the #1 choice among fairway woods used by professionals on the PGA Tour and the Senior PGA Tour, according to the weekly report issued by Darrell Survey. For the week ending Sept. 6, metal woods made by Callaway Golf Company were #1 in usage — including all models of Big Bertha Drivers and Big Bertha Fairway woods — on the PGA Tour, the Senior PGA Tour, the LPGA Tour and the PGA European Tour. There was no tournament this past week on the Nike Tour, where Callaway fairway woods have been the solid #1 choice all year.

Of the 79 Big Bertha Fairway Woods in play at the PGA Tour Greater Milwaukee Open, 34 were the new Big Bertha® Steelhead™ models, which were introduced to the professionals less than one month ago. The competitor still claiming in its current ads to be “#1 on Tour,” was third on the PGA Tour with 33 fairway woods and was a distant second on the Senior PGA Tour where 77 Callaway Fairway Woods -- including 57 Big Bertha Steelheads -- were in play at the Emerald Coast Classic. In fact, the top three finishers at the Senior PGA Tour event had Steelhead Fairway Woods in their bags. The nearest competitor had 40 fairway woods in play. Big Bertha Fairway Woods also were used by the top three finishers at the LPGA Tour Safeway Championship.

The rapid success that the Big Bertha Steelhead Metal Woods have achieved on the pro Tours is being mirrored at the retail level. Since the Big Bertha Steelhead Metal Woods were introduced on August 12, Callaway Golf has sold more of the revolutionary new clubs than any previous offering during a comparable time span.

“We are extremely gratified by this across-the-board acceptance of the Big Bertha Steelhead metal woods around the world -- by touring pros at the highest levels and by amateurs of all skill levels,” said Donald H. Dye, President and CEO of Callaway Golf. “In a very short time, these golfers have confirmed our belief that the Big Bertha Steelhead Metal Woods are the best stainless steel metal woods we have ever made.”

“We were confident that the new technology in the Steelhead would make it a big success, but these numbers have exceeded even our expectations,” said Bruce Parker, Chief Merchant and head of domestic sales. “For a new golf club to move this quickly at a traditionally slow time of year is a real tribute to the superiority of the product.”

For more information about Callaway Golf Company, please visit our web site at www.callawaygolf.com.

FAIRWAY Wood Use Comparison

Week of: 9/3/98

	PGA Tour	SPGA	LPGA	PGA Euro	4 Tour Totals
	<i>Gtr Milwaukee Count</i>	<i>Emerald Coast Count</i>	<i>Safeway Champ Count</i>	<i>Canon European Count</i>	<i>4 Events Count</i>
CALLAWAY FAIRWAY WOODS (excluding Steelhead)	45	20	170	78	313
BIG BERTHA STEELHEAD	34	57	120	19	230
TOTAL CALLAWAY FAIRWAY WOODS	79	77	290	97	543
NEAREST COMPETITOR	41	40	47	50	178
TOTAL WOODS	229	147	406	223	1,005

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**SORENSTAM AND MONTGOMERIE LEAD CALLAWAY CHARGE;
STEELHEAD™ WOODS CONTINUE TO TOP THE PROFESSIONAL TOURS**

CARLSBAD, CALIF., September 15, 1998 -- Callaway Golf Company (NYSE:ELY) Staff Professional Annika Sorenstam saw an immediate benefit to putting the new Big Bertha® Steelhead™ Stainless Steel Metal Woods in her bag this past weekend. Sorenstam roared past the field with a final-round 68 to win the LPGA Tour Safeco Classic in Kent, Wash.

Sorenstam, 27, finished at 15-under-par 273 for a five-stroke victory with Big Bertha Steelhead 3-, 5- and 7-woods in her bag. Over the crucial final nine holes, Sorenstam used her fairway woods off the tee four times to clinch her fourth LPGA Tour win of the year. "My tee shots were very consistent," said Sorenstam, who also used a Biggest Big Bertha® Driver, Big Bertha X-12™ Irons and an Odyssey® DF 992 putter. "I hit a lot of fairways and I only missed two or three greens. I go out and hit the shots I know I can hit."

Sorenstam has now won 16 times on the LPGA Tour and is the tour's leading money winner this year with \$896,188. Callaway Staff Professional Patty Sheehan finished tied for second at the Safeco Classic while using a Great Big Bertha® Driver, Big Bertha War Bird® and Bobby Jones® fairway woods, Big Bertha X-12 Irons and a Big Bertha Tour Series Wedge.

Callaway Staff Professional Colin Montgomerie also came from behind in the final round to notch a victory. Montgomerie, 35, posted a final-round 69 to win the PGA European Tour One 2 One British Masters for the second time. In five appearances at the event, Montgomerie has never finished worse than second. Montgomerie used a Great Big Bertha Driver, Big Bertha Warbird 3-wood and Big Bertha X-12 Irons in his victory. Second-place finishers Pierre Fulke and Eduardo Romero each played the new Big Bertha Steelhead Drivers and Fairway Woods and Big Bertha X-12 irons.

Like Montgomerie, the winners of the Senior PGA Tour Comfort Classic and the Nike Tour Tri-Cities Open also had Great Big Bertha Drivers in their bags, giving Big Bertha Drivers victories on four of the world's five major tours last weekend.

Meanwhile, Big Bertha® Fairway Woods (all models) from Callaway Golf continue to stand alone as the No. 1 choice among all brands of fairway woods used by professionals on the world's five major tours, according to the weekly report issued by Darrell Survey. For the week ending Sept. 13, metal woods made by Callaway Golf Company were No. 1 in usage — including all models of Big Bertha Drivers and Big Bertha Fairway woods — on the PGA Tour, the Senior PGA Tour, the LPGA Tour, the NIKE Tour and the PGA European Tour.

Of the 70 Big Bertha Fairway Woods in play at the Senior PGA Tour Comfort Classic, 51 were the new Big Bertha® Steelhead™ models. The nearest competitor had 38 total fairway woods in play. Meanwhile, 280 Big Bertha Fairway Woods were in play at the LPGA Tour Safeco Classic, including 124 Steelhead Fairway Woods. The nearest competitor had 53 fairway woods in play. Overall, Big Bertha Fairway Woods accounted for more than 52 percent of all fairway woods in play on the five major tours.

For more information about Callaway Golf Company, please visit our web site at www.callawaygolf.com.

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**STRONG FINISHES EARN WINS FOR MONTGOMERIE, HETHERINGTON;
BIG BERTHA® STEELHEAD™ WOODS CONTINUE TO LEAD THE TOURS**

CARLSBAD, CALIF., September 29, 1998 -- Callaway Golf Company (NYSE:ELY) Staff Professionals Colin Montgomerie and Rachel Hetherington each used precise shotmaking to post weekend wins. Montgomerie made a crucial par on the final hole to win the PGA European Tour Linde German Masters, while Hetherington birdied the final four holes of regulation play and the first hole of a playoff with fellow Callaway Staff Professional Annika Sorenstam to claim her first career LPGA victory at the First Union Betsy King Classic.

Montgomerie sank a five-foot par putt on the final green to finish at 22-under-par 266 after a final round 67. The victory was Montgomerie's second in the past three weeks and catapulted him into the top spot on the Volvo Ranking Order of Merit, which he has won in each of the last five years. Montgomerie used a Great Big Bertha® Titanium Driver, Big Bertha® War Bird® 3-wood, Big Bertha X-12™ Irons and an Odyssey® DF 338 putter in his victory.

Hetherington and Sorenstam staged a thrilling duel down the stretch of the First Union Betsy King Classic. Each player finished regulation play at 14-under-par 274, with Hetherington nailing a 20-foot birdie putt on the 18th hole to set up the playoff. On the first playoff hole, Hetherington converted a two-foot birdie putt into her first LPGA win. Hetherington has won twice on the European LPGA Tour. With her 15th top-10 finish in 18 tournaments this year, Sorenstam solidified her position atop of the LPGA money list.

Hetherington carried a Biggest Big Bertha® Titanium Driver, Big Bertha Steelhead™ 3-, 5- and 7-woods, Big Bertha X-12 Irons and a Big Bertha Tour Series wedge. Sorenstam used a Biggest Big Bertha Titanium Driver, Big Bertha Steelhead 3-, 5- and 7-woods, Big Bertha X-12 Irons and an Odyssey DF 992 putter.

Hetherington and Sorenstam were just two of the many players to take advantage of the new Big Bertha Steelhead Fairway Woods on the professional tours last weekend. According to the report issued by the Darrell Survey for the week ending Sept. 27, more players used Big Bertha Steelhead Fairway Woods than any other brand on the PGA Tour, Senior PGA Tour, LPGA Tour, NIKE Tour and European PGA Tour. In all, more than 26 percent of fairway woods used last weekend were Big Bertha Steelheads, while the nearest competitor had just more than 11 percent of the fairway woods in play. Overall, Big Bertha Fairway Woods (all models) from Callaway Golf accounted for nearly 50 percent of fairway woods in play on the five major professional tours.

For more information about Callaway Golf Company, please visit our web site at www.callawaygolf.com.

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**JIM COLBERT'S COMEBACK VICTORY IS FIRST TOUR WIN
FOR NEW BIG BERTHA® STEELHEAD™ DRIVER**

CARLSBAD, CALIF., October 12, 1998 -- Callaway Golf Company (NYSE:ELY) Staff Professional Jim Colbert made a stirring return to the winner's circle at the The Transamerica Golf Championship at Silverado Country Club, notching his first Senior PGA Tour victory since prostate cancer surgery in July 1997. Colbert's final-round 67 put him at 11-under-par 205, good for a one-stroke win over fellow Callaway Staff Professional David Lundstrom.

Colbert called it "by far the most meaningful golf tournament I have ever won." The victory was Colbert's 19th on the Senior PGA Tour, his first win since October 1996 and vaulted him to #1 on the all-time Senior PGA Tour money list with \$8,133,838 in career earnings.

The victory also was a big one for Callaway Golf. Colbert became the first golfer to win a professional tournament using the new Big Bertha® Steelhead™ Driver. He also used the Big Bertha Steelhead 3-wood and 5-wood, Big Bertha X-12™ Irons, an Odyssey® Dual Force lob wedge and an Odyssey Rossie™ II putter. Lundstrom, played with a Biggest Big Bertha® Titanium Driver, Big Bertha War Bird® 4-wood, Big Bertha Steelhead 5-wood, Big Bertha X-12 Irons, Big Bertha Gold® wedges and an Odyssey DF 554 putter.

Colbert and Lundstrom weren't the only Senior PGA Tour golfers to have Big Bertha Steelhead woods in their bags. In all, 52 of the new clubs were in play at The Transamerica according to the Darrell Survey for the week ending Oct. 11, making the Big Bertha Steelhead the leading fairway wood in play at the event. The nearest competitor had 40 fairway woods in play.

Joining Colbert in finding success with the Big Bertha Steelhead Driver and Fairway Woods was John Daly. Playing at the Alfred Dunhill Cup in St. Andrews, Scotland, Daly was a perfect 4-0 for the U.S. team. In two appearances at the event, Daly has now won eight of his nine matches. Daly used a Big Bertha Steelhead Driver and 3-wood, Big Bertha X-12 Irons and an Odyssey putter at the Old Course, site of his 1995 British Open victory.

For more information about Callaway Golf Company, please visit our web site at www.callawaygolf.com.

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CALLAWAY GOLF STAFF PROFESSIONAL FURYK WINS AT LAS VEGAS

CARLSBAD, CALIF., October 20, 1998 -- Callaway Golf Company (NYSE:ELY) Staff Professional Jim Furyk broke back into the winner's circle with an impressive victory at the Las Vegas Invitational. Furyk's victory, the third of his career and his first in two years, vaulted him into second place on the 1998 PGA Tour money list. Furyk earned \$360,000 for the win and he now stands third among U.S. players in Presidents Cup eligibility points.

"I've really been playing well for the past few months and knew it was just a matter of time before everything would fall in place," Furyk said after shooting a five-round total of 25-under-par 335. All five of Furyk's rounds were in the 60s in Las Vegas, including a fourth-round 63. Furyk is now sixth on the PGA Tour in scoring average with an adjusted average of 69.58 strokes per round. He now has 24 top 10 finishes in the past two years, best on the PGA Tour.

Furyk won the Las Vegas Invitational using a Great Big Bertha® Titanium Driver, Big Bertha® 2-wood, Big Bertha Irons, a Big Bertha X-12™ pitching wedge and an Odyssey® DF 330 putter. One of Furyk's chief weapons in Las Vegas was his accuracy off the tee. Furyk ranked fourth in driving accuracy by hitting 81.4 percent of the fairways in the event.

Furyk wasn't the only victorious golfer to tee it up with a Big Bertha driver on tour over the weekend. The winner of the Senior PGA Tour Raley's Gold Rush Classic used a Biggest Big Bertha® Titanium Driver and Big Bertha Steelhead™ 3- and 7-woods. In fact, the top three finishers in the Raley's Gold Rush Classic used the new Big Bertha Steelhead Fairway Woods. That includes Callaway Golf Staff Professional David Graham, who finished third while playing a Great Big Bertha Titanium Driver, Big Bertha Steelhead 3-wood and Big Bertha X-12 irons and wedges.

For more information about Callaway Golf Company, please visit our web site at www.callawaygolf.com.



UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trade Office
OFFICE OF ASSISTANT COMMISSIONER FOR TRADEMARKS
2900 Crystal Drive
Arlington, Virginia 22202-3513

JOSEPH H LEE
CALLAWAY GOLF CO
2285 RUTHERFORD RD
CARLSBAD CA 92008-8815

Rev. No. 1
December 11, 1999

RE: Serial Number: 75/389003
Applicant: Callaway Golf Company
Mark: STEELHEAD

Dear Mr. Lee:

This letter is to confirm that the divisional request filed on August 16, 1999 has been completed.

The goods and/or services in International Class (es) 28 (golf club head covers) have been placed in the newly created (child serial number 75/978946) application. The goods and/or services that are in International class (es) 28 (golf clubs) remain in the original (parent serial number 75/389003) application.

If you have any other questions or concerns, please feel free to call ITU.

Portia C. Taylor

Portia C. Taylor
Paralegal Specialist
ITU/Divisional Unit
(703) 308-9550 Ext. 144



08-16-1999

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #54

TRADEMARK **A**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Law Office 106**Examiner: Jeffery C. Coward****Applicant:****CALLAWAY GOLF COMPANY****Trademark:****STEELHEAD****Serial No:****75/389,003****Filed:****November 12, 1997****Carlsbad, California 92008-8815**
August 11, 1999Assistant Commissioner for Trademarks
BOX RESPONSES-FEE
2900 Crystal Drive
Arlington, Virginia 22202-3513

1999 AUG 31 P 3:00
LAW OFFICE

FEE VALUE ACCOUNTABILITY	
DEPOSIT ACCOUNT NO.	
50	0303
FEE CODE	VALUE FURNISHED
377	100

REQUEST TO DIVIDE UNDER 37 C.F.R. §2.87

Applicant hereby moves the United States Patent and Trademark Office to
grant Applicant's Request to Divide its application, Serial No. 75/389,003, as follows:

The request is to divide out "golf club head covers" listed
in the goods in International Class 28 recited in the
application.

CERTIFICATE OF MAILING (37 C.F.R. §1.10)

I hereby certify that this paper (along with any referred to as being attached or enclosed) is being deposited with the United States Postal Service on the date shown below with sufficient postage as First Class Mail in an envelope addressed to Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513

Date of Deposit

August 11, 1999Susan A. Estrada
Susan A. Estrada

08/27/1999 WANDERSO 00000087 500303 75389003

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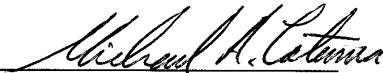
100.00 CH

In addition, Applicant has filed an Amendment to Allege Use under 37 C.F.R. §2.76 claiming use of the Mark as early as August 12, 1998 on December 17, 1998. A copy of this Amendment to Allege Use is submitted herewith. Also enclosed is a newly executed Power of Attorney and Revocation of Previous Power of Attorney.

Kindly charge the filing fee for the separate application to be created by the division to Deposit Account No. 50-0303.

Dated: August 11, 1999

Respectfully submitted,

By: 
Michael A. Catania
Attorney for Applicant
Registration No. 36,474
(760) 930-8493

Docket TM3029

**UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office**

SERIAL NO. 75/389003		PAPER NO.	
APPLICANT CALLAWAY GOLF COMPANY		ADDRESS: Assistant Commissioner for Trademarks 2900 Crystal Drive Arlington, VA 22202-3513 If no fees are enclosed, the address should include the words "Box Responses - No Fee." Please provide in all correspondence: 1. Filing Date, serial number, mark and Applicant's name. 2. Mailing date of this Office action. 3. Examining Attorney's name and Law Office number. 4. Your telephone number and ZIP code.	
MARK STEELHEAD			
ADDRESS JOSEPH H LEE CALLAWAY GOLF CO 2285 RUTHERFORD RD CARLSBAD CA 92008-8815			
FORM PTO-1525 (5-90) U.S. DEPT. OF COMM. PAT. & TM OFFICE		ACTION NO. 02	MAILING DATE 06/23/99
		REF. NO. TM3029	

A PROPER RESPONSE TO THIS OFFICE ACTION MUST BE RECEIVED WITHIN 6 MONTHS FROM THE DATE OF THIS ACTION IN ORDER TO AVOID ABANDONMENT.
For your convenience and to ensure proper handling of your response, a label has been enclosed. Please attach it to the upper right corner of your response. If the label is not enclosed, print or type the Trademark Law Office No., Serial No., and Mark in the upper right corner of your response.

RE: Serial Number: 75/389003 **STEELHEAD**

This letter responds to the applicant's communication filed on December 17, 1998.

In the initial Office Action dated June 17, 1998, the examining attorney refused registration of the proposed mark under Section 2(e)(1) of the Trademark Act because it merely describes the goods. On December 17, 1998, the applicant responded by filing an amendment to allege use and amending the application to assert acquired distinctiveness under Section 2(f) of the Trademark Act. Upon further consideration the examining attorney has determined the following.

Proposed Mark is Refused Under Section 2(e)(1) Because the Wording is Generic

After further review, despite the applicant's assertion of acquired distinctiveness under Section 2(f), registration of the term "STEELHEAD" is refused under Section 2(e)(1) of the Trademark Act, 15 U.S.C. Section 1052(e)(1); TMEP section 1209 *et seq*, because the examining attorney has determined that the proposed subject matter is generic when used in connection with golf clubs.

In review, the applicant has applied to register the proposed term "STEELHEAD" as a mark in connection with "golf clubs and golf club head covers." The term "steelhead" is simply a term used to designate a particular genre or type of golf clubs that contain heads made of the metal steel.

See the attached copy of the "Equipment Glossary" contained in the February 1993 issue of "Golf Illustrated," which notes that "steel" is a popular material for making iron and metal wood heads.

In addition, as further evidence that the term "steelhead" or variations thereof are used to refer generically to golf clubs with heads made of steel, the examining attorney refers to the excerpted articles from the examining attorney's search in the LEXIS/NEXIS computerized data base in which (STEEL W/4 HEAD!) AND GOLF! appeared in 420 stories. See the thirty-(30) representative stories attached.

Note for example the following stories (emphasis added):

Story No. 11: "According to Liquidmetal research, only 40 percent of the impact is transferred by *steel-head* clubs. Titanium transfers 60 percent of the impact energy."

Story No. 16: "Suggested retail price for the *steel-head* clubs (with steel shafts) is \$679 per set."

Story No. 23: "'Titanium definitely has a different sound than the original *steel heads* did,' Mahon said. . . . 'Now a wooden head sounds strange, because everybody uses steel or titanium.'"

Story No. 29: "'We're seeing a lot of customers going to the smaller sizes and the *steel heads*.'"

Story No. 50: John Daly junks titanium woods, opts for *steel head*."

Story No. 193: "He regularly outdrove other college players by 100 yards while using an old *steel-headed* (not titanium) King Cobra driver. . . ."

Story No. 225: "Lockenvitz said he had only sold a half-dozen titanium drivers so far compared with 'hundreds' of *steel-headed* clubs."

These stories clearly show that the term "steelhead" and variations thereof are routinely used to designate golf clubs with steel heads. Thus, to allow the applicant to obtain exclusive rights in the term "steelhead" would certainly deprive competitors and others from the right to use the common term "steelhead" in connection with golf clubs containing steel heads. Accordingly, for the reasons stated above and those contained in the original Office Action, registration of the proposed subject matter is refused registration because the term is generic for the goods (i.e., golf clubs).

The applicant should also note the following.

Section 2(f) Evidence is Insufficient

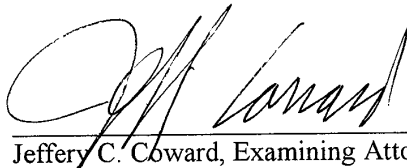
Even if the term "Steelhead" is found capable of registration (i.e., not generic), the examining attorney still refuses registration on the Principal Register under Trademark Act Section 2(e)(1), 15 U.S.C. Section 1052(e)(1), because the applicant's present claim of acquired distinctiveness under Trademark Act Section 2(f), 15 U.S.C. Section 1052(f), is insufficient. *In re Andes Candies Inc.*, 478 F.2d 1264, 178 USPQ 156 (CCPA 1973); *Ralston Purina Co. v. Thomas J. Lipton, Inc.*, 341 F. Supp. 129, 173 USPQ 820 (S.D.N.Y. 1972); *In re MetPath, Inc.*, 1 USPQ2d 1750 (TTAB 1986); *In*

re Redken Laboratories, Inc., 170 USPQ 526 (TTAB 1971); *In re Interstate Folding Box Co.*, 167 USPQ 241 (TTAB 1970).

Under Section 2(f), the applicant has the burden of proving the distinctiveness of the mark by clear and convincing evidence. This has not been done in the present case. While the applicant has submitted extensive advertising figures, etc., there is no evidence in the record that the consuming public associates the term "Steelhead" as an exclusive source indicator for the applicant's golf clubs. However, the applicant should note that as discussed above, because the examining attorney has determined that the mark is generic, it is very doubtful that submission of any amount and/or quality of evidence will convince the examining attorney that acquired distinctiveness has been achieved. Additionally, the fact that an applicant may be the first and only user of a merely descriptive or generic designation does not justify registration if the term is merely descriptive. *In re National Shooting Sports Foundation, Inc.*, 219 USPQ 1018 (TTAB 1983).

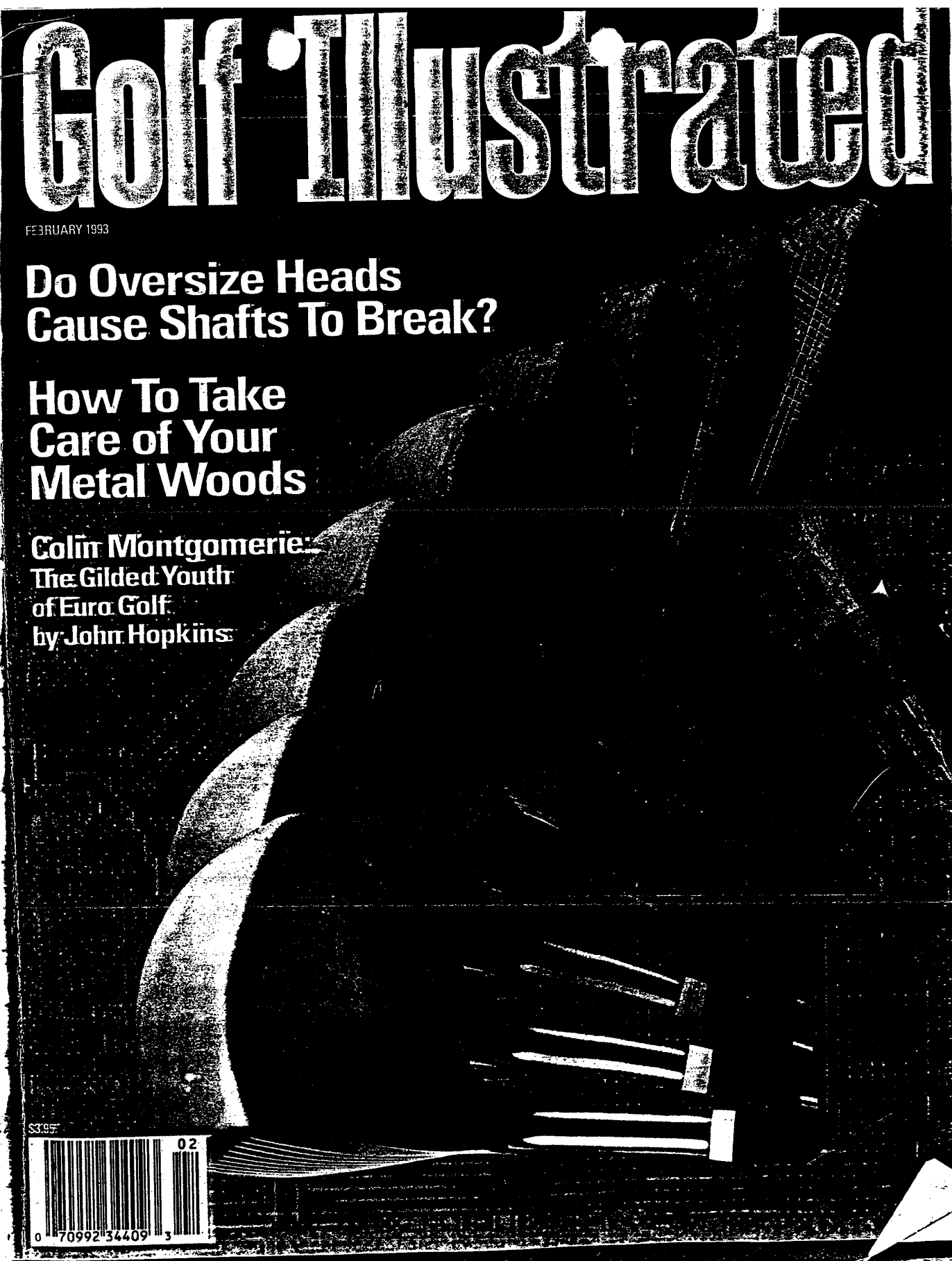
NOTE: The examining attorney notes that the application also includes "golf head covers." However, at present the examining attorney's discussion has focused exclusively on "golf clubs," because until such time as the applicant deletes or divides out the goods from the application, these goods prevent registration of any of the goods contained in the application.

Although the examining attorney has refused registration, the applicant may respond to the refusal to register by submitting evidence and arguments in support of registration. If the applicant has any questions or needs assistance in responding to this Office action, please telephone the assigned examining attorney.



Jeffery C. Coward, Examining Attorney
Law Office 106, (703) 308-9106 ext. 133

Golf Illustrated



FEBRUARY 1993

Do Oversize Heads Cause Shafts To Break?

How To Take Care of Your Metal Woods

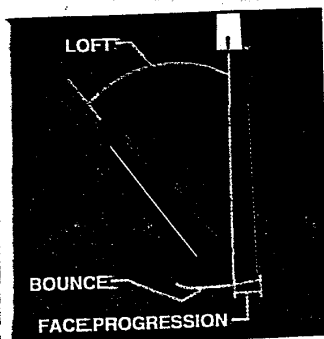
Colin Montgomerie:
The Gilded Youth
of Euro Golf
by John Hopkins

\$3.95



EQUIPMENT

glossary



clubs

back stamping: names, numbers and other markings stamped on the back of forged irons for identification purposes.

backweight: a weight made of brass or steel attached to the

back of some wooden woods.

baffy: an old-fashioned wood with a short shaft and loft equal to a modern 5-wood, used for playing approach shots by "baffing," or hitting down and striking the ground immediately behind the ball.

borehole: the hole that is drilled into the neck of a wooden clubhead and receives the shaft.

bore-through: the practice of drilling all the way through a clubhead so the shaft can be installed with its tip reaching flush to the sole.

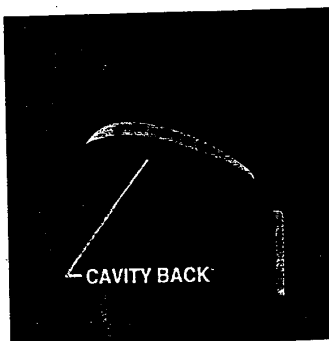
bounce: the angle on the sole of an iron from leading edge to trailing edge that prevents the club from digging into the turf or sand.

boron: a specialty metal that is extremely light and strong, used as a reinforcement against breakage and as a design component in composite graphite shafts.

brassie: an old-fashioned wood with loft equal to a modern 2-wood.

butt: the tip of the larger (thicker) end of the grip.

cavity back: a design element of irons in which a cavity is formed in the space behind the clubface center, allowing weight to be flared outward to the sole and toe. Helps the clubhead remain more stable when the ball is struck away from the sweetspot, producing better shot results.



cambered sole: a sole that is curved, either from heel to toe or from leading edge to trailing edge. Also referred to as rocker or radiused sole.

center-shafted: a putter design in which the shaft enters the center of the clubhead or points to the center while the hosel enters closer to the heel.



chipper: a club designed for greenside play, featuring a low-profile head and loft approximately equivalent to a 7-iron.

cleek: an old-fashioned iron with loft equivalent to a modern 2-iron; the early popularity of which caused blacksmiths who specialized in clubhead forging to become known as "cleekmakers."

clubface: the area of the clubhead that strikes the ball; it is flat in irons and most non-wood woods, but convex in wood woods.

clubhead: the component of a club that is attached to the shaft and contacts the ball.

crown: the top or highest point of a wood clubhead.

driver: any club with a playing length of more than 40 inches, a block-shaped clubhead, and a loft angle of approximately 14 degrees or less; used primarily for tee shots.

driving iron: a long-shafted iron with low loft intended to produce good distance off the tee combined with the accuracy of an iron.

face depth: distance from the top of the clubface to the bottom; used mainly to describe wood design: i.e. deep-faced driver, shallow-faced driver.

face progression: the distance the leading edge of the clubface extends ahead of the centerline of the shaft when looking at a soled wood or iron from above or face on.

facing: the set of curving lines on the face of a wood that comprises the horizontal bulge (convex curve of the face from heel to toe), vertical roll (convex curve of the face from topline to leading edge), face angle (hooked, open, or square) and overall loft.

ferrule: the small plastic ring that slides down the shaft and is glued to the top of the hosel on irons and metal woods, though not used in some designs.

filament winding: a less-common method of building composite graphite shafts in which the graphite is spun into a continuous fiber that is then wound tightly around a removeable mandrel.

flange: the rearward extension of the sole on some putters and sand irons; used on the latter to eliminate the risk of digging the clubhead too deeply into the sand.

flex: the measured (and rated) stiffness or whippiness of a shaft.

flex point: the section of a shaft where it bends during the swing; stronger golfers usually prefer a high flex point, toward the grip, while weaker players generally need a lower flex point, closer to the clubhead.

flow weighting: a method of weighting irons whereby extra weight is shifted progressively toward the toe as the loft of the club decreases, done so to help the player square the clubface more easily with long irons.

forging: a common method for producing iron clubheads whereby the head is shaped from original ingot form into finished form using the blacksmith's ancient method of pounding a heated bar of steel between two halves of a die, stamping it into the approximate shape of a clubhead.

game-improvement: a type of club that includes features meant to help compensate for a player's swing flaws and mishits, i.e. cavity backs, sole weighting, flow weighting, etc.

gear effect: the sidespin imparted by the bulge in a wood clubface when the ball is contacted near the toe or heel, which makes the shot curve back toward the original target-line.

gooseneck: the early term for a hosel on an iron club that was curved or offset.

graphite: a type of carbon that is processed into fibers and impregnated with epoxy adhesive, then formed into a shaft by either winding a long, continuous fiber or wrapping sheets around a mandrel.

grip: the covering on the butt end of the shaft, usually made of leather or a rubber- or silicone-based material that allows the player a firm, comfortable hold on the club. Additives used to increase friction and durability in grips include cotton cord and flecks of cork.

groove: a channel cut or molded into the face of an iron to help impart backspin; also called a scoring line.

heel-toe weighting: a weighting method whereby most of the weight in the clubhead is concentrated in the heel and toe.

heel-shafted: a putter design whereby the shaft enters the clubhead at the heel.

high-modulus graphite: the ability of "pre-preg" graphite (fibers that have not yet been impregnated with epoxy adhesive) to resist stretching is translated on a numerical coefficient called modulus. High-modulus graphite, then, is strong and resistant to stretching and breaking.

hosel: the neck of a clubhead into which a hole is drilled and a shaft installed. (Note: On woods, the corresponding portion of the clubhead is commonly called the neck.)

insert: a piece of hard material in the shape of a trapezoid that is installed on the face of a wooden wood to absorb the vibration of impact, which would normally cause persimmon or laminated maple to deteriorate quickly.

investment cast: a method for producing iron clubheads whereby molten metal or metal alloy is poured into wax molds that were cast from an original steel die.

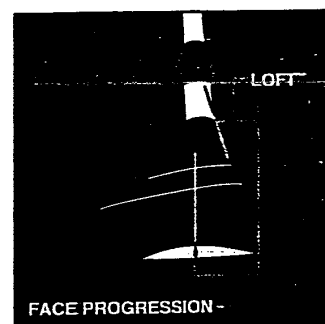
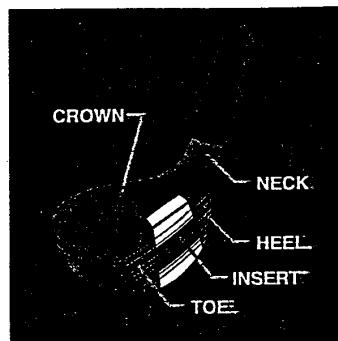
iron: in golf equipment, the thin, blade-like clubhead used for most approach and recovery shots; usually made of steel.

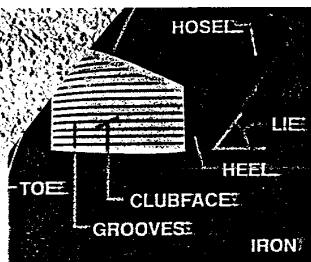
laminate: a method of wood clubhead construction whereby maple or some other hardwood is cut, pulverized, boiled, impregnated with adhesive, and flattened into thin sheets that are treated, stacked, and compressed; from this prefabricated state the lengths of laminate are cut into blocks and turned on a lathe to produce clubheads.

lay up: a method of making graphite shafts whereby sheets of processed graphite are placed on top of one another, then hand-rolled around a steel mandrel, compressed into a tube shape, heat-treated, sanded, and painted.

leading edge: the edge of a clubhead that acts as the bottom of the clubface and the front of the sole.

loft: the degree to which a clubface slants upward when squarely soled, the angle of which is measured in degrees. The degree of loft helps determine the steepness or shallowness of the shot's trajectory, the distance it travels, and how much backspin is imparted.





titanium: a metal that provides an unusual combination of strength and lightness; used in shafts and face inserts.

thermoplastic: an extremely hard plastic sometimes used as a material for a wood-type clubhead.

toe: the end of the clubhead opposite the end where the shaft is affixed.

topline: the line that determines the top of an iron's face, its thickness, thinness, etc.

torque: the capacity of a material or a design to either twist or resist twisting. In shafts, torque is an important performance characteristic, with stronger players usually needing a shaft that will resist torquing through impact.

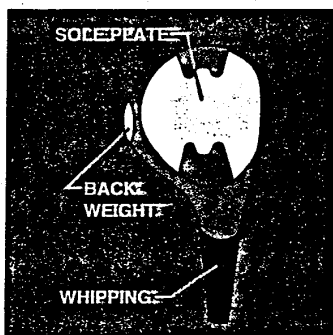
total weight: as distinguished from swingweight, the total deadweight of a finished club.

utility wood: a small-headed, highly-lofted fairway wood, made of wood, metal, graphite, etc., sometimes with a sole configuration that includes a keel or rails for gliding through rough or tight lies.

wedge: the shortest, most lofted of the irons, designed to hit high, soft-landing shots.

whipping: the thin black cord used to help attach a finished wooden wood head to the shaft and to dampen the shock of impact.

wood: in golf equipment, the block-like shape of a clubhead designed to send the ball long distances off a tee or fairway.



balls

ball: the sphere with which golf is played, 1.68 inches in minimum diameter and 1.62 ounces in maximum weight.

balata: a natural gum substance used as a cover material in the soft, easily spun, easily damaged balls of the modern era.

compression: a measurement, expressed in the coefficients 80, 90, and 100, of a golf ball's foot-pound resistance pressure to compression stress.

core: the center of a golf ball, composed of a single solid sphere molded of hard rubber or a smaller, hollow rubber

sphere (sometimes filled with liquid) surrounded by layers of wound rubber thread.

cover: the thin outer layer of a golf ball in which the dimple pattern is formed.

cut: a split, gash, or nick in the cover, usually caused by hitting it "thin" with the leading edge of an iron. Formerly common, but now virtually eliminated by today's more durable cover materials.

dimple: an indentation purposely made in a golf ball's cover, usually round.

dimple pattern: the geometric configuration of dimples over a ball's entire surface, the basic function of which is to create turbulence that reduces wind drag, though modern dimple patterns can achieve far more specific aerodynamic performance objectives.

featherie: an early ball comprised of a leather cover stuffed with wet, compressed feathers which expanded inside the cover as they dried.

floater: a ball manufactured to float in water.

gutta percha: the successor to the featherie; term came from the material used. The "gutter" was harder, cheaper to make, more durable, and went farther.

lithium: a copolymer resin that recently joined zinc Surlyn and sodium Surlyn as the popular ingredients for making durable-cover, long-distance balls.

surlyn: a specialty plastic proprietary to the Du Pont Corp. that is used in the cover formulation of most golf balls.

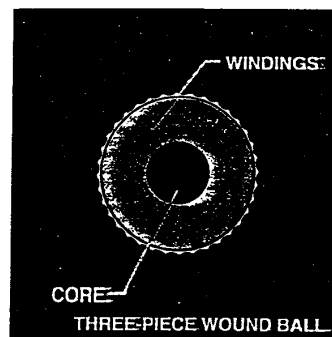
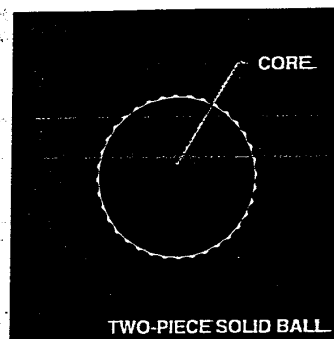
two-piece: a ball composed of a solid, spherical core and a cover.

three-piece: a ball composed of a spherical core, tightly wound rubber thread and a cover.

spin rate: the rate of backward revolutions, or backspin, that a given ball displays when struck cleanly.

windings: the rubber threads that are tightly machine-wrapped around the core of a three-piece golf ball.

zinthane: a variant of Surlyn, used as a cover for durable/long-distance balls. **GI**



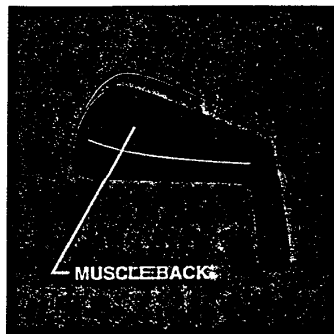
mandrel: the tapered steel rod around which composite graphite shafts are wound or wrapped during the early stages of production.

mashie: an old-fashioned iron with loft equal to a modern 5-iron.

mashie niblick: an old-fashioned iron with loft equal to a modern 7-iron.

mid iron: an old-fashioned iron with loft equal to a modern 2-iron.

metal wood: a term coined to describe block-shaped clubheads that appeared in the 1970s that were constructed of metal (stainless steel) instead of the more traditional wood.



midsize: a wood clubhead sized approximately midway between standard and oversize.

muscle back: the concentration of clubhead mass behind the center of the clubface in some non-cavity back iron designs.

neck: the tapered extension of a wood head that is drilled for insertion of

a shaft; equivalent to the hosel in an iron head.

niblick: an old-fashioned iron with loft equivalent to a modern 8-iron; before that, a wood or iron with a heavy, compact head for playing from ruts and difficult lies.

offset: the distance by which the leading edge of the clubface is located behind the front edge of the hosel; a design element intended to help the golfer rotate the clubface back to square at impact.

oversize: a grip with a diameter larger than standard (which is about .6 inches); a wood or iron head that is larger than standard.

perimeter weighting: the distribution of the clubhead mass around the periphery of an iron or wood head, producing a clubhead that remains more stable and twists less on shots struck away from the sweetspot.

pitching niblick: an old-fashioned iron with loft approximately equal to a modern 9-iron or pitching wedge.

player's blades: a simple, traditional iron head normally used by skilled players that does not feature any game improvement qualities such as a cavity back, offset hosel or sole weighting.

progressive offset: a feature included in some sets of irons whereby the amount of offset increases gradually, starting with slight offset in more-lofted clubs and moving upward to more pronounced offset in less-lofted clubs.

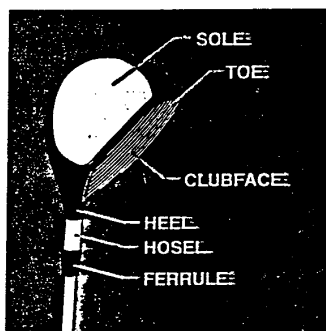
putter: the club used on or near the green to roll the ball into the cup.

sand wedge: an iron specially designed for greenside bunker play with 52 to 60 degrees of loft and a sole with a pronounced bounce angle and sometimes a heavy flange to prevent digging deeply into sand. Invented by Gene Sarazen in 1932.

shaft: a tapered tube, usually made of steel, titanium, graphite or aluminum (formerly solid hickory) that connects the clubhead to the grip. During the downswing the shaft flexes, storing energy that is released into the ball at impact.

sole: the part of the club designed to contact the turf.

sole plate: the separate metal piece that is fastened to the sole of a wooden wood to provide durability and some dynamic weighting.



spade mashie: an old-fashioned iron with loft equivalent to that of a modern 6-iron.

spoon: an old-fashioned wood with the equivalent loft of a modern 3-wood. The term is today sometimes applied to metal utility woods.

square grooves: grooves in irons which, when viewed in cross-section, are roughly square-shaped with a flat bottom as opposed to V-shaped grooves, which come to a point. Also known as U-grooves.

steel: a popular material for making iron and metal wood heads, and also shafts

swingweight: the numerical expression of the weight distribution between the bottom 14 inches of the club (including the clubhead) and the remainder, expressed in a letter/number combination, i.e. C1, D2, E3. Swingweight may be thought of as an attempt to label or quantify the degree of "head feel" when swinging a given club.

sweetspot: the specific point of a clubface that, when applied to the ball, produces maximum distance, optimum trajectory, and a solid feeling. Perimeter-weighted clubs generally have a larger sweetspot than other club designs.

third wedge: a wedge with more loft than a 53-degree sand wedge, usually around 60 degrees. Also referred to as "lob wedge" or "60-degree wedge."

MAIL-IT REQUESTED: JUNE 21, 1999

10083K

CLIENT: COWARD

LIBRARY: NEWS

FILE: US

YOUR SEARCH REQUEST AT THE TIME THIS MAIL-IT WAS REQUESTED:

(STEEL W/4 HEAD!) AND GOLF!

NUMBER OF STORIES FOUND WITH YOUR REQUEST THROUGH:

LEVEL 1... 420

LEVEL 1 PRINTED

THE SELECTED STORY NUMBERS:

1,2,4,6,9,11,14,16-19,23,29,34,48,50,105,147,155,163,169,176,179,193,201,225,235,
,245,246,302

DISPLAY FORMAT: KWIC

MULTIPLE DOCUMENTS ON A PAGE

SEND TO: COWARD, JEFFREY C.

US PATENT AND TRADEMARK OFFICE

2900 CRYSTAL DR STE 9B30

ARLINGTON VIRGINIA 22202-3514

*****07981*****

LEVEL 1 - 1 OF 420 STORIES

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Capital Times (Madison, WI.)

May 18, 1999, Tuesday, ALL EDITIONS

SECTION: Sports, Pg. 1B

LENGTH: 984 words

HEADLINE: CONFIDENT STEINHAUER ON A GOOD ROLL

BYLINE: Rob Schultz

BODY:

... ask Sherri Steinhauer to pick a moment or a place or anything that might help explain why she's playing some of the best **golf** of her life.

It's not because she can't find an explanation. The opposite is true. There are so many good things happening for the ...

... it, too.

The result has been an outstanding six-week hot streak that has seen Steinhauer vault toward the top of the Ladies Professional **Golf** Association money list. During that span, she has four top-10 finishes. Included in that run is a tie for ...

... little something to it by saying that their driver must be included in my bag."

Throwing in such language to a **golfer** is like taking an F-16 away from a fighter pilot and telling him to fly the same missions with an Apache ...

... I was on a mission this winter," said Steinhauer with a giggle. "I was doing a lot of club testing."

The **steel-headed** Callaway 7-wood replaced Steinhauer's 2-iron in her bag and has given her more consistency and range. Her inability last ...

... for a minute and said she really hasn't looked back since she was 12 years old and decided she wanted to be a professional **golfer**.

"You talk about the money on the men's tour. I have no problem with that. I think it's great. Whatever they make, that's ...

ORGANIZATION: LADIES PROFESSIONAL **GOLF** ASSOCIATION (71%);

COMPANY: LADIES PROFESSIONAL **GOLF** ASSOCIATION (71%);

SUBJECT: **GOLF** SPORT MEN ATHLETES (77%);

LEVEL 1 - 2 OF 420 STORIES

Copyright 1999 Landmark Communications, Inc.
The Virginian-Pilot (Norfolk, VA)

May 12, 1999, Wednesday, FINAL EDITION

SECTION: SPORTS, Pg. C8

LENGTH: 196 words

HEADLINE: FORE!;
GOLFER OF THE WEEK

BODY:

... in 1990 because I got tired of being left in the office while everyone else went off to play **golf**.

Age: 39

Occupation: Regional sales manager Smithfield Packing Company.

... Lowest score: 76 at Sleepy Hole - when I played the back-nine first.

Clubs: Calaway X12 irons and **steel head** woods; Ping putter.

Shot I dread the most: Long tee shot over water, like No. 6 ...

... Sleepy Hole

My dream foursome: Tiger Woods, Michael Jordan, Bill Gates and me; all competitive people.

Biggest **golf** gripe: Courses not marshalled; rounds that take over five hours.

Most memorable shot: I hit an ...

LEVEL 1 - 4 OF 420 STORIES

Copyright 1999 The Courier-Journal
The Courier-Journal (Louisville, KY.)

May 9, 1999, Sunday MET/METRO

SECTION: SPORTS **Golf** notebook Pg.13c

LENGTH: 1047 words

HEADLINE: Technology has come a long way to give drivers extra oomph

BYLINE: JODY DEMLING, The Courier-Journal

SOURCE: STAFF

BODY:

Perhaps the biggest change in **golf** equipment over the past few years has come with drivers. The club that can get you the farthest off the tee has come the farthest ...

And then came titanium.

The stainless-steel models looked as if they would never be used again as the titanium rage took over.

Golf companies took bigger and lighter clubheads and put them on longer shafts, allowing even the average **golfers** to add distance to their games.

It looked as if oversized clubs were here to stay until companies brought the stainless-steel models back into production and sold them cheaper.

The driver craze has come so far so quickly that late last year the United States **Golf** Association introduced legislation to limit the "spring-like effect" that supposedly helps drivers hit the ball farther.

"Manufacturers wanted to ...

... at certain levels."

A main selling point of many drivers today is their large head size.

Many everyday **golfers** believe that the bigger the head the more forgiving the club is going to be. That may be true, but there are other effects that can hinder your ...

... on any club is one precise point on the face," Jesse Ortiz, president and CEO of Orlimar, recently told **Golf** World. "Just because a driver is oversized, it doesn't mean it is more forgiving."

Although some drivers aren't ...

... use of titanium allows designers to attach clubheads to shafts up to

The Courier-Journal (Louisville, KY.), May 9, 1999

seven inches longer than standard models. With longer shafts, **golfers** can have greater clubhead speed, which creates greater force in the downswing, making the ball go farther.

And then there's cost.

The price of drivers has been rising the past few years, and it looks as if there's no end in sight.

In the **Golf Equipment Buyer's Guide** - which lists 1999's newest clubs - there are 50 drivers from several companies. Of those 50, only 14 have a suggested retail price of less than \$ 300, while many are well beyond that mark.

Take the advice of many **golf** instructors and pros who say the best thing for the average **golfer** is to find a good driver you're comfortable with and hit it as much as you can. If you're comfortable with it, use it no matter what size or shape it is.

All that matters is that it helps your game.

Golfweek and Gannett News Service contributed to this story.

FIVE DRIVERS: HOW THEY COMPARE

There's a ton of hype surrounding the drivers companies ...

... weight as far back as possible to help the face square up, increase its impact loft and lower the center of gravity.

LOUISVILLE GOLF SMART DRIVER

Head size - 225 or 250 cc.

Head material - Persimmon.

Loft options - 9.5-11.5 degrees.

...

... area to forgive mishits yet still accommodate the need to work the ball.

ORLIMAR TRIMETAL

Head size - 200 cc.

Head material - Stainless steel (alpha maraging metal face, three copper tungsten weights).

Loft options - 7.5 degrees, 9 degrees, 10.5 ...

... giving the ball the right launch angle by adding weight to the back middle of the club.

JJInformation for this chart was gathered from the **Golf Equipment Buyers Guide** and the companies' internet sites.

The Courier-Journal (Louisville, KY.), May 9, 1999

JJThe Courier-Journal's golf notebook will look at a different area of the equipment industry each week. If you'd like to suggest a ...

SUBJECT: SPORT;GOLF;BUSINESS;INDUSTRY ATHLETES (89%); R&D (76%);

LEVEL 1 - 6 OF 420 STORIES

Copyright 1999 Globe Newspaper Company
The Boston Globe

April 22, 1999, Thursday ,City Edition

SECTION: SPORTS; Pg. C12

LENGTH: 668 words

HEADLINE: Club manufacturers ahead by a long shot;

THE SKI SECTION

KEYWORD: GOLF

BODY:

... long that commands much of our interest. And it is our never-ending belief that a new set of irons will cure all our **golfing** woes. So for those looking at new equipment to help put them on the road to success in 1999, here is a ...

... Billy Andrade are among those who use it. Fairway wood: The Pro Trajectory 975 F has a small, stainless **steel** pear-shaped **head**. Some players using it on Tour, but it will be available in stores come May.

... tungsten weight plugs and bubble shafts. You'll see Mark O'Meara and Ernie Els hitting these.

Orlimar Trimetal - Stainless **steel head** with alpha maraging face inserts that are twice as hard as titanium but the weight of steel. 200 cc of volume, comes in ...

SUBJECT: GOLF

LEVEL 1 - 9 OF 420 STORIES

Copyright 1999 Globe Newspaper Company
The Boston Globe

April 15, 1999, Thursday ,City Edition

SECTION: SPORTS; Pg. C11

LENGTH: 734 words

HEADLINE: There is never a shortage of publicity or tall stories about how technological advances help some players smoke their tee shots incredible distances, but the serious players know what usually separates the winners from the also-rans . . . The short clubs;

THE GOLF SECTION

KEYWORD: GOLF

BODY:

The Globe's Paul Szep, who is also a 3-handicap golfer as well as a Pulitzer-prize winning political cartoonist, has spent many an hour checking out wedges and putters. ...

... in two shaft positions.

TaylorMade Nubbins series- stainless steel or cast mallet and blade models features stainless steel heads with elastomeric face inserts for better roll. Lee Janzen and Gary McCord use this model.

Dogleg right - Tour ...

... Cink, Laura Davies, John Huston and Bruce Fleisher.

THE WEDGES

Cleveland Tour Action 588 - U grooves carbon steel or beryllium copper. The cast heads come in 49, 51, 53, 54, 56, 57, and 60-degree lofts, and the shafts are made of steel. It is ...

SUBJECT: ATHLETES (90%); GOLF

LEVEL 1 - 11 OF 420 STORIES

Copyright 1999 The Tribune Co. Publishes The Tampa Tribune

The Tampa Tribune

April 1, 1999, Thursday, FINAL EDITION

SECTION: SPORTS, Pg. 10

LENGTH: 739 words

HEADLINE: Liquidmetal makes solid impact;

;

Liquidmetal **Golf**, the newest entry in the "how to build a better club" sweepstakes, joins the; fight with Tampa ties.;

BYLINE: MICK ELLIOTT; ; of The Tampa Tribune;

BODY:

Tampa businessman John Kang runs a medical software company in Rocky Point. Ask Kang if he plays **golf** and you get "well, not really ... I mean, not very well."

Together these two pieces of information do not paint the profile of a man who could become one of the prominent names in **golf** club manufacturing, but it's possible. The reason is Kang also happens to be chairman of the holding company that operates Liquidmetal **Golf**. And in a business where technology rules, Liquidmetal just might be the science of tomorrow.

... all," Kang said. "We have gotten to a point with the metal now where we can mass-produce it. And the first application we picked was **golf** clubs because we think the properties of the material are just phenomenal for **golf**."

"We are the only ones with the material. We are more a science company than a **golf** company. But the reason we thought it was good for **golf** was ... well, look at the ball-bouncing test. What that shows is it's a very hard and strong material. What it does is keep the energy from ...

... club, all the energy from the club transfers to the ball."

According to Liquidmetal research, only 40 percent of the impact is transferred by **steel-head** clubs. Titanium transfers 60 percent of the impact energy.

"With Liquidmetal, 99.7 percent of the energy the club head has at impact is transferred to the **golf** ball," said Wade Scarboro, Liquidmetal's territory manager based in Tampa.

The Tampa Tribune, April 1, 1999

In the world of science, the concept of Liquidmetal ...

... out of the gate, our market price is not for everybody," Scarboro said. "What we are going through right now is establishing credibility with **golfers** and consumers. At demo days we are doing, the response we are getting is "Yes, this is the real thing. This is a valid product." So now ...

... not a big market for \$ 600 clubs, there is something to it that makes this club unique," said Edwin Watts **Golf** Shop manager Gary Buffington. "I am impressed with the Liquidmetal clubs. They are expensive, but there is something to that metal. The ball seems to ...

... something new that is a legitimate product."

Kang certainly thinks so.

"We didn't get involved just to be involved in the **golf** business," he said. "When we looked at the material, we just knew it had great application for **golf**. We spent the last two years taking the material and making sure we could put it in the right clubs and right shafts. ...

GRAPHIC:

... cost \$ 2,400, is made from an alloy, top, that is comprised of titanium, zirconium, copper, nickel and beryllium. Photos courtesy of Liquidmetal **golf**

TYPE: **GOLF EXTRA**

SUBJECT: **GOLFPG; LIQUIDMETAL GOLF EQUIPMENT; DESCRIPTION; JOHN KANG**

LEVEL 1 - 14 OF 420 STORIES

Copyright 1999 Stuart News Company
The Stuart News/Port St. Lucie News (Stuart,FL)

February 11, 1999, Thursday

SECTION: Sports; Pg. B7

LENGTH: 1069 words

HEADLINE: PRODUCTS LANDING ON CUTTING WEDGE

BYLINE: James Stammer News **Golf** columnist

BODY:

Whatever you could ask for in **golf** could be found under the Orange County Convention Center's roof. If you were looking for something and couldn't find it here, chances are it simply hasn't been invented yet.

The Stuart News/Port St. Lucie News (Stuart, FL) February 11, 1999, Thur

If this year's show had a theme it would have to be "The Year of the New Golf Ball". Nearly every manufacturer came out with a new or premiere golf ball.

Srixon (888-4-SRIXON) introduced the world's first perimeter weighted golf ball, the Metal Mix SF. The ball features tungsten blended mid-layer. By putting a heavy metal such as ...

... rid itself of the "Rock Flite" ball. The new XL 2000 features a softer feel while actually providing the golfer with more distance than last year's model. The lineup features balls with a titanium-linked cover and a soft tungsten core.

Nike and Taylor Made each debuted their first ball into the market.

The golf balls didn't steal the entire spotlight. The latest in golf club technology was also on display. This year nearly every manufacturer seemed to have a low-profile line of irons.

Orlimar (...

... After testing these two products, I have to report they are welcome in my bag any time they want to come along.

GolfGear International (800-955-6440), the inventors of insert technology, had its newest irons and woods on hand. By using a ...

... feel of a forged head and all the performance-enhancing characteristics of a perimeter weighted cast body. For the purist, GolfGear also grinds one of the finest forged irons in the business.

Alien Sport (800-989-4653) is no longer only ...

... wedge and putter business. The company introduced the Ultimate Quadmetal woods and Driving Iron at the show. In addition to giving the golfer a choice of lofts, Alien also lets you choose your lie angle. The woods feature a maraging face with customizable brass and tungsten weights in a stainless steel head. By moving the weights, you can achieve the ball flight characteristics that you prefer.

Nearly every manufacturer had a club that looked ...

... for that purpose. With the T-Zoid Wave, the company has incorporated the features of its highly successful and technologically superior running shoe into a golf shoe. The shoe has a wave plate that provides stability and cushioning. With leather uppers this shoe will not wear out and with its ...

... feet.

Izzo (800-284-1220), makers of great carry bags, surprised everyone with its latest product for the traveling golfer. The Izzo ProtectAir is an inflatable cover that protects your clubs while traveling or in the trunk of your car. When deflated, the ProtectAir fits perfectly inside your golf bag, ready for use. Izzo also now has made its dual straps available for your own golf bag. If you

The Stuart News/Port St. Lucie News (Stuart, FL) February 11, 1999, Thur

like to carry your bag, but want the comfort of a double strap, simply retrofit it.

In the world of golf gloves, the leader is Kasco (800-431-2560). This year, the company introduces the Lezanova Fit glove. Lezanova, a leather ...

... jumps off the clubface and held the green quite well.

To try any of the new products from the show, call your favorite golf shop or the manufacturer. Just remember, once you have the latest and greatest in equipment, you'll have fewer excuses.

SUBJECT: Golf

LEVEL 1 - 16 OF 420 STORIES

Copyright 1999 Palm Beach Newspaper, Inc.
The Palm Beach Post

February 3, 1999, Wednesday, FINAL EDITION

SECTION: SPORTS, Pg. 1C

LENGTH: 823 words

HEADLINE: WHAT'S IN STORE

BYLINE: AL TAYS, Staff Writer

BODY:

BALLS

They're golf balls, right? How different can they be? Different enough that almost 2,000 different ball models were submitted for approval to the ...

... played with Callaway and Taylor Made drivers. The result was not so hot.

Said Larry Sugarman, owner of Palm Beach Golf Centers: "As soon as the ball hit the marketplace, we couldn't give it away."

DRIVERS

Callaway has never been shy about fixing ...

... clubheads made of titanium. Then Callaway added the Biggest Big Bertha, another titanium club with one of the biggest heads in golf. That left industry-watchers and consumers to wonder, "What comes after Biggest?"

With its new Great Big Bertha Hawk Eye line (...

The Palm Beach Post, February 3, 1999

... smaller than the Biggest) and toward design. The key phrase with Callaway - as with a lot of other clubmakers - is "lowered center of gravity," which helps golfers get the ball airborne. Callaway lowers the center of gravity by using a "gravity screw" made of tungsten, a very ...

... more than another? Andy York, vice president in charge of marketing for West Palm Beach-based Nicklaus Golf Equipment, says it often comes down to the difference between "design technology" and "materials technology."

"Materials technology costs you ...

... airMax irons, "a low-profile, low-center-of-gravity club," York said. Suggested retail price for the steel-head clubs (with steel shafts) is \$ 679 per set. Nicklaus also has a "materials technology" iron, the M3, made of titanium with two beryllium/copper ...

... In an equipment category dominated by one company, FootJoy, competitors sometimes have to be pretty outrageous to be noticed. Bite Golf, a Redmond, Wash.-based company that is deliberately anti-establishment (one of their few traditionally styled models of golf shoe is called The Fogey), guarantees you'll be noticed wearing their new golf sandals (SRP \$ 74.95-\$ 79.95).

PGA Tour player Paul Stankowski was noticed when he wore them in the Sony Open in ...

... worn off the course as well as on. "You won't be embarrassed to be seen in them," its promotional campaign says. "Because, let's be honest, most golf shoes look like they belong in a boardroom meeting. Or, for that matter, the Vegas strip."

SPIKES

For a sport that so many people play so slowly, golf embraces equipment change at near light speed. It took only about a decade for metal ...

... pace.

The next thing headed for the equipment scrap heap is the threaded spike receptacle. Spikes that lock into the bottom of your golf shoes with one quick turn are the most notable feature of the 1999 shoe line. Ten manufacturers, including Nike, Etonic and ...

NOTES:

Golf extra

GRAPHIC: PHOTO (5 B&W, 1. Golf driver, 2. Golf balls, 3. Spikes (a golf shoe), 4. Golf sandals, 5. Golf club (irons

SUBJECT: PRO GOLF PRODUCT

LEVEL 1 - 17 OF 420 STORIES

Copyright 1999 Business Wire, Inc.
Business Wire

January 28, 1999, Thursday

DISTRIBUTION: Business Editors, Sports & Golf Writers

LENGTH: 638 words

HEADLINE: Square Two To Showcase Lady Rave Low Profile Wood, Four Other New Products At Florida Golf Show

DATELINE: ORLANDO, Fla.

BODY:

Jan. 28, 1999--Square Two Golf, Inc. (Nasdaq:GOLF) today announced that it will be showcasing its Lady Rave Low Profile Wood and four other new products at the ...

... a strong lineup of new products for the 1999 season and look forward to introducing them to a large, diverse group of golf retailers at the show," said Douglas A. Buffington, president and chief operating officer of Square Two. "All of these products are designed to capitalize on and strengthen our niche as a premier supplier of high-value women's golf products. "Further, they follow our strategy of introducing products that can be manufactured at a competitive cost and marketed to serve well established marketplace needs. Finally, all of these products feature the Ladies Professional Golf Association logo on the head, as Square Two is the only company licensed by the LPGA to use this distinctive mark on its ...

... head

that fosters more solid contact with the ball, even in tough lies.

-- The Lady Ti Woods. These feature stainless steel heads with a titanium insert, as well as Square Two's patented tri bar reinforcement(TM).

-- The Relief Series of irons, which match ...

... a six-way

fur-lined top divider and plenty of zippered pockets.

The PGA Merchandise Show is the world's largest golf exposition. This 46th edition of the show runs through Sunday at Orlando's Orange County Convention Center and is expected to attract a record 1,400 companies exhibiting a wide variety of golf clubs, clothing and other golf merchandise. Square Two Golf, established in 1981, markets women's and men's golf clubs and related equipment throughout the United States. As an official sponsor of the LPGA, Square Two is one of the leading value brands among women golfers and holds three U.S. patents for its innovative use of technology in club design. The company operates a headquarters and ...

Business Wire, January 28, 1999

... trends, weather conditions and other risks detailed in the company's filing with the Securities and Exchange Commission.

CONTACT: Square Two Golf

Douglas A. Buffington, 973/227-7783

or

Innis Maggiore Group

Dan J. Pecchia, 330/492-5500

...

COMPANY: LADIES PROFESSIONAL GOLF ASSOCIATION (82%); FL-SQUARE-TWO-GOLF

TICKER: GOLF

LEVEL 1 - 18 OF 420 STORIES

Copyright 1999 The Baltimore Sun Company

THE BALTIMORE SUN

January 26, 1999, Tuesday , FINAL

SECTION: BUSINESS ,4C

LENGTH: 737 words

HEADLINE: Dow index zigzags to a gain of 82 points; Factors are earnings at 3M, American Express and Microsoft's 2-1 split

BYLINE: FROM WIRE REPORTS

BODY:

... amid allegations of fraud, the New York Post reported yesterday.

Coastcast Corp. fell \$2, to \$7.50, as the maker of stainless steel and titanium golf- club heads said it expects to report fourth-quarter sales of \$23 million to \$25 million, down from \$36.6 million a ...

LEVEL 1 - 19 OF 420 STORIES

Copyright 1999 San Antonio Express-News
San Antonio Express-News

January 20, 1999, Wednesday , METRO

SECTION: SPORTS; Pg. 9C

LENGTH: 440 words

HEADLINE: San Antonio Country Club

... weather conditions restrict to path; see starter.

More on S.A.C.C.

Owned by: S.A.C.C. members.

Staff: Director of **golf** - Bill Rogers; head pro - Chuck Westergard; first assistant - Ron Inselman; assistant pros - Billy Bullock, Trace ...

... teen-ager named Tod Menefee was taken to the club by his father after the fire and recalled all that was left were ashes and the **steel heads of golf** clubs. ... Menefee later became head pro at the club, serving from Oct. 1, 1938, to Oct. 1, 1980. ... One of the first in the nation to allow **golf** carts - cars as they were known - on its course. Also became the first club with a fleet of **golf** carts. ... Was one of the first private clubs with a driving range. ... Director of **golf** Bill Rogers won the 1981 British Open. ... Was the original site of the Texace San Antonio Shootout. ... Tiger Woods and Kellie Kuehne won the American Junior **Golf** Association tournament here in 1992 and '95, respectively. ... Will host the Texace San Antonio Shootout on June 14- ...

... putting green was built in spring of '98 and tee boxes were rebuilt in August.

Next week: Canyon Lake **Golf** & Country Club

On course online

Check out the Express-News' Web site for highlights from the weekly Front 9/Back 9 package, including hole-by-hole guides of featured **golf** courses: expressnews.com/sports.

SUBJECT: **golf** WEATHER (72%);

LEVEL 1 - 23 OF 420 STORIES

The Associated Press State & Local Wire

The materials in the AP file were compiled by The Associated Press. These materials may not be republished without the express written consent of The Associated Press.

December 30, 1998, Wednesday, BC cycle

SECTION: Sports News

LENGTH: 834 words

HEADLINE: FORT WORTH, Texas: as hard."

BODY:

... rug. You don't hear as much. On clay, you definitely hear the ball hitting because it tends to skid on the dirt."

Golf: Heavy metal

Brian Mahon is the head professional at the Hank Haney **Golf** Center at City Place, near downtown Dallas. He hears the sound of clubs striking balls again and again, day ...

... game. But as technology has changed the clubs, so has it altered the tone.

"Titanium definitely has a different sound than the original **steel heads** did," Mahon said. "That was a tremendous difference in sound going from the old wooden **heads to steel**. Now a wooden **head** sounds strange, because everybody uses steel or titanium."

When it comes to tournament **golf**, there's another sound, that of the gallery. And those sounds differ depending on the tournament.

"Each of the major championships have a different sound to them," Mahon ...

LEVEL 1 - 29 OF 420 STORIES

Copyright 1998 Multimedia Publishing of North Carolina, Inc.
Asheville Citizen-Times (Asheville, NC)

December 18, 1998, Friday

SECTION: Sports; Pg. C4

LENGTH: 659 words

HEADLINE: A BUYER'S GUIDE FOR GOLFERS

BYLINE: Keith Jarrett STAFF WRITER

BODY:

Drawing a blank when it comes to buying Christmas gifts for the avid golfer?

From discount cards that offer reduced fees to the latest in the ever-changing technological word of equipment to just new grips for the ...

... 18 holes for cart fees or reduced green fees at WNC courses, including:

*The Great Smoky Mountains Golf Association produces one of the region's most popular deals. For \$ 149.95 a coupon book offers two rounds of weekday golf at 23 different courses for cart fees (both coupons must be redeemed for weekend or holiday play).

... Beach courses on the card. The card is available for \$ 25 and can be purchased by calling 277-7700.

*The Catamount Golf Card offers 24 rounds of golf for \$ 40 plus reduced fees at such courses as Clegghorn Plantation, Laurel Ridge, Maggie Valley and Mountain Harbor.

The cards, which help support the Western Carolina golf program, can be purchased by calling 227-7338.

*The American Lung Association has the most wide-ranging assortment of courses. The Golf Privilege Card has more than 300 courses in North Carolina, South Carolina and Virginia. Cards are \$ 40 each, and if you buy three you get one free. Call 252-2071 or 1-800-452-8283.

In equipment, steel-head drivers from Calloway and the shallow-faced tri-metal drivers from Orlimar are big sellers, according to a couple of local golf outlets.

"Titanium has taken a back seat to regular steel," said Steve Braznell, co-owner with his brother Andy of Golf Shop of Asheville. "It cuts the price way down and it seems that's the way a lot of golfers are going."

The shallow-faced woods that also include the Adams Tight Lie have become popular because it is easier to get the ball aloft.

Asheville Citizen-Times (Asheville, NC) December 18, 1998, Friday

The ...

... afford to buy that price of club every year," he said. "We're seeing a lot of our customers going to the smaller sizes and the **steel heads**."

Cliff Holden, who operates Nevada Bob's Discount **Golf** on Hendersonville Road in Asheville, sees the same trend in reduced-head clubs but still does good ...

... but the over-sized club heads are here to stay."

The most popular putters are Ping and Odyssey, while the long run of the Titleist **golf** ball continues, though Holden says the Top Flite Strata ball is also popular.

As more and more **golf** courses move toward spike-less only requirements, those shoes are by far the most popular sell at Christmas and all other seasons.

Golfers are more apt to walk 18 holes in these fitness-conscious times, so the lighter bags with legs that fold out and allow the bag to stand upright are big sellers, Holden said.

And even if your **golfer** already has a discount card, clubs he loves, the right shoes and correct balls, maybe something as simple as new grips ...

GRAPHIC: PHOTO OF STEVE BRAZNELL AT THE **GOLF** SHOP OF ASHEVILLE

SUBJECT: **GOLF**, **GOLFERS**, CHRISTMAS GIFTS, COUPON BOOK

LEVEL 1 - 34 OF 420 STORIES

Copyright 1998 Times Mirror Company
Los Angeles Times

October 31, 1998, Saturday, Home Edition

SECTION: Business; Part C; Page 2; Financial Desk

LENGTH: 149 words

HEADLINE: BRIEFLY / RECREATIONAL PRODUCTS;
COASTCAST CHAIRMAN, PRESIDENT TO TAKE PAY CUTS

BYLINE: Bloomberg News

BODY:

Los Angeles Times October 31, 1998, Saturday,

Coastcast Corp., a maker of stainless steel and titanium golf-club heads, said both its chairman and president will take voluntary 20% salary cuts as Asia's worsening economies and soft U.S. ...

LEVEL 1 - 48 OF 420 STORIES

Copyright 1998 Denver Publishing Company
The Denver Rocky Mountain News(Denver, Co.)

August 22, 1998, Saturday,

SECTION: SPORTS; Ed. F; Pg. 7C

LENGTH: 501 words

HEADLINE: PARNEVIK CHANGES - FOR THE BETTER

BYLINE: Rick Folstad; Rocky Mountain News Staff Writer

DATELINE: CASTLE ROCK

BODY:

... a good thing for Jesper Parnevik. Two rounds into the Sprint International, he is among the leaders at Castle Pines Golf Club. After a slow start Thursday, when he finished with 5 points, Parnevik kicked it up a gear ...

And he did it with a relative stranger carrying his golf bag, giving him advice and handing him clubs. "Jesper, where is (your regular caddie)?" someone asked Parnevik after Friday's round. ...

... putter," he said. "You never know." Maybe that explains his new 5-wood. "I really like it," he said. "It's that new steel head, and it's working great. I can't believe how far (the ball) is going." Every club Parnevik has been hitting has been working ...

... cocked back. A native of Sweden, he started pushing the ball back to get a tan on his face while he was golfing. He learned to play by hitting floating golf balls into a lake behind his home. His dad is Sweden's most popular comedian, and Parnevik has been known to miss playoffs after ...

SUBJECT: GOLF; TOURNAMENT; COLORADO;

LEVEL 1 - 50 OF 420 STORIES

Copyright 1998 The Denver Post Corporation
The Denver Post

August 17, 1998 Monday 2D EDITION

SECTION: SPORTS; Pg. C-02

LENGTH: 650 words

HEADLINE: JOCK-ULARITY

BYLINE: Jim Armstrong

BODY:

... a better quarterback than you think. If he lasts into the second round of your fantasy draft, snatch him up and be glad you got him

Music? **Golf?** AIDS awareness? It's a good thing Ohio State's Andy Katzenmoyer can play football. Something tells me he ...

... Bay after being chosen with the first overall pick

News: John Daly junks titanium woods, opts for **steel head**. Views: John, buddy, the **head** made of **steel** isn't the problem. It's the one on your shoulders.

LEVEL 1 - 105 OF 420 STORIES

Copyright 1998 Stuart News Company
The Stuart News/Port St. Lucie News (Stuart, FL)

January 15, 1998, Thursday

SECTION: **Golf** Tab; Pg. A11

LENGTH: 772 words

HEADLINE: SNEAD KNOWS WHY THERE ARE SO MANY GOOD **GOLFERS** TODAY

BYLINE: John Reitman of the News staff

BODY:

(Here's a hint: There are more **golfers** than before)

A lot has changed in **golf** since Sam Snead turned professional more than 60 years ago.

There are new and better clubs and balls, the courses are better and, of ...

The Stuart News/Port St. Lucie News (Stuart, FL) January 15, 1998, Thurs

... clubs Snead first used when he won his first recognized tournament in 1936 would be mere museum pieces today. Current **golfers** brandish clubs with titanium composite or **steel heads**, graphite shafts and offset heads. He came onto the scene wielding clubs with wood shafts and iron **heads**. **Steel** clubs didn't break into the market, he said, until a few years later.

Golfers - professional and amateur alike - spend big money to stay on the game's cutting edge. But Snead, the game's all- ...

... knocking the ball 400 yards. It's the ball. Balls are a lot longer than they used to be."

As proof, Snead recalls a **golfing** associate who he said could hit a ball nearly 400 yards - with a wood-shaft driver.

"There aren't four or ...

... much of the equipment on the current market fails to raise Snead's interest, even he is quick to point out that there are more good **golfers** today than there were 40, 50 and 60 years ago.

That, he said, is because there are simply more people playing than ever before, and they are starting at a younger age. Also, said Snead, who spends his winters at Pantherwoods in northern St. Lucie County, **golfers** have better courses on which to hone their skills than did his generation. Whether one of those **golfers** can ever win more tournaments than Snead's 81 remains to be seen.

Actually, Snead claims to have won 165 tournaments. Independent ...

... Many of his victories, he said, have been taken away because the purse wasn't large enough.

Just how much better are today's newer **golf** courses?

On two occasions (1969, 1974), Sandpiper in Port St. Lucie was the host course to the PGA Seniors ...

... 600. He said it cost him about \$ 2,000 to get to Scotland by boat.

He recalled winning the 1946 World Championship of **Golf**, also in England, earning \$ 460. When asked if he was going to return the following year to defend his title, Snead said his answer was "don't ...

... win was the Greensboro Open in 1965, earned \$ 620,126 on the PGA Tour and \$ 103,175 on the Senior Tour. Today, **golfers** can win more in a few weeks than he did in throughout his entire career.

The jump in prize money is ...

... PGA Tour's founding fathers in 1980. He remembers Jack Nicklaus telling him nobody would watch old men play **golf**.

"I guess he was wrong," said Snead. "The best boost of anything for **golf** has been the Senior Tour."

The Stuart News/Port St. Lucie News (Stuart, FL) January 15, 1998, Thurs

SUBJECT: Golf

LEVEL 1 - 147 OF 420 STORIES

Copyright 1997 Gannett Company, Inc.
USA TODAY

July 23, 1997, Wednesday, FINAL EDITION

SECTION: NEWS; Pg. 13A

LENGTH: 1887 words

HEADLINE: High-tech gear can't replace an athlete's drive to win

BYLINE: Sandy Grady

BODY:

... first round of this year's U.S. Open, I was perched behind the practice tee. This is the prime spot for third-degree golf junkies. We're deluded that we'll learn from osmosis by watching the Tigers, Bears and Sharks in their warm-up swats.

What I saw was the revolution in golf sticks -- indeed, the mega-explosion in high-tech equipment of all sports.

... so much exotic metal since Pathfinder landed on Mars. I couldn't spot the brands, but this kind of golf artillery has names evoking destruction and power: Howitzer, Big Bertha, Black Cat, Air Bear, Judge, Titan, Big Dawg, Tommy Gun, Intimidator.

That lab-tested arsenal is a long way from Winston Churchill's lament that golf's a game of "putting a small ball into an even smaller hole with instruments ill-designed for the purpose."

Watching the pros' metallic blasts, I said to a golf pal, "What happened to old-fashioned wood woods? Remember the old MacGregors and Powerbilts with their grain like grand pianos?"

"In ...

... driver, which I plucked for \$ 150 out of a used bin, has a 44-inch graphite shaft and a steel head the size of a grapefruit. But that's early tech. If I weren't so cheap, I could plunge for the Great Big ...

... high tech make us any happier at

USA TODAY, July 23, 1997

the outdoor stuff we play?

I'm not talking only about **golf's** high-price gimmickry. (Sure, the Tiger Woods boom has jammed every municipal course with poppas who hope they're ...

... blitzkreig.

The Prince racket, as big as an Eskimo's snowshoe and as springy as a trampoline, was a 1980s smash. Now, like **golf** clubs, the \$ 300 egg-shaped rackets get bigger and more exotic (graphite, aluminum, composite) every year. And like **golfers**, tennis players seem to love the slam-dunk names: Sledge, Hammer, Extended Thunder, Kinetic Big Bag. Show ...

LEVEL 1 - 155 OF 420 STORIES

Copyright 1997 Star-Telegram Newspaper, Inc.
THE FORT WORTH STAR-TELEGRAM

July 16, 1997, Wednesday ARLINGTON AM EDITION

SECTION: SPORTS ZONE; Pg. 4

LENGTH: 662 words

HEADLINE: STROKE SAVER;

Cavity back clubs revolutionize **golf**

BYLINE: K. Lee Davis, Star-Telegram Writer

BODY:

The siren song of cavity back, perimeter weighted irons in **golf** is sweet.

Advertisers promise stroke savings, better feel, longer distance; everything short of the ability to get the Johnson grass out of your lawn.

Prices for a set of these technological wonders are extending beyond \$ 1,000. Stainless **steel heads** not good enough? How about a titanium face or even clubs made from beryllium, copper or nickel.

Steel shaft too heavy and stiff? Graphite and boron beckon. If you have the money, someone is making the iron for you.

And the message is working, with **golf** equipment sales topping out at \$ 5.5 billion a year according to the ew York Times.

The question that has to be asked is what does the average **golfer** gain from these clubs?

THE FORT WORTH STAR-TELEGRAM July 16, 1997, Wednesday

"Distance, accuracy and a lighter wallet," Riverside assistant pro Diego Sais said.

Cavity back **golf** clubs like Ping ISI, Titleist DCI, King Cobra II and the Callaway Big Bertha are now the lion's share of the **golf** sales market according to local retailers. Ironically, though, the most popular **golf** club on the PGA Tour is a blade - the Mizuno MP-14.

The MP-14 also retails for as much as \$ 700 less than the other aforementioned brands for a 3-iron through pitching wedge set.

But **golf** is a sport where imitating the pros doesn't necessarily save strokes, and local teaching professionals generally discourage mediocre **golfers** from practicing with MP-14s.

"I have only had one student show up with blade clubs and the first thing I told him is that they were ...

... a Sunday game. "

The concept of the cavity back club is credited to Karsten Solheim, the founder of Karsten U.S.A, maker of Ping **golf** clubs. The idea was to enlarge the sweet spot and make the club more forgiving.

Some **golfers** argue that the clubs are too forgiving, taking away the ability to work a ball that comes from being able to hit out on the

...

... made with forged steel and chrome plated are still available and used primarily by low handicappers.

The reason most average **golfers** benefit from newer model clubs is that many of the advertisements appear to be true: The clubs have bigger sweet spots and enable the **golfer** to consistently hit the ball straighter and longer.

Bernie Shub, assistant pro at Rolling Hills Country Club, summed

...

... bad shot is a real possibility. "

But one issue for Shub, 60, that is cited by more and more **golfers** whose experience in the game predates the Ping revolution is the appearance of the club.

"Clubs are reaching such an extreme size and shape that they're

...

... prefer, but cavity backs appear to be the workhorse club for the foreseeable future.

But Sais has another recommendation for **golfers** trying to squeeze

THE FORT WORTH STAR-TELEGRAM July 16, 1997, Wednesday

that extra stroke out of their game.

"Of course, lessons wouldn't hurt either," said Sais, slyly.

PHOTO(...

SUBJECT: The Golf Report

LEVEL 1 - 163 OF 420 STORIES

Copyright 1997 Madison Newspapers, Inc.
Capital Times (Madison, WI.)

June 4, 1997, Wednesday, ALL EDITIONS

SECTION: Time Out!, Pg. 8B

LENGTH: 2383 words

HEADLINE: GOING FOR THE GREEN; GOLF EQUIPMENT COSTLY, CONFUSING

BYLINE: By Rob Schultz The Capital Times

BODY:

... first metal wood that he sold in his pro shop cost about \$ 45. He also remembers there were only about five or six **golfclub** manufacturers he had to worry about. And competition for sales existed only among the other pro shops.

"What's scary is that wasn't long ago," said the Yahara Hills pro.

Golf is tough enough just to play. Toss in what has now become a three-ring circus regarding equipment sales and the frustration level for the sport is off the charts. When it comes to **golf**, there truly is a sucker born every minute.

Need a driver? Do you want a Titanium or **steel head**? Do you want a giant head like the Greatest Big Bertha or something semi-huge like the Tommy Gun by ...

... terylium is? Buster, it's time to start doing your homework.

We just ran through the market for the expensive line of **golf** clubs. That was easy compared to buying a starter set, which is where the buyer really needs to be careful. And it was incredibly simple compared to finding the right place to buy everything.

There are plenty of folks who can provide all the answers to the myriad of questions from Mr. and Mrs. **Golf** Consumer. They range from the knowledgeable **golf** pros at the local clubs to the salespeople at the discount **golf** shops that have overtaken the market.

When it comes to the bottom line, prices don't vary much between the pro

Capital Times (Madison, WI.), June 4, 1997

shops and the discount ...

... wait hours before someone will take a serious look at his clubs. Meanwhile, at Nevada Bob's or the Golf Shack, consumers are waiting for the doors to open at 9 a.m. and they have to be kicked out when the doors close at 9 p.m.

"There's a general perception out there that Nevada Bob's or Golf Shack prices are cheaper than ours," said Rechlicz. "That's not true. But you can't change the perception.

"It's just like me and skiing. ...

... buy my skis even though that's where the experts work. I go to a discount shop. It's the same for golf."

Indeed, Rechlicz, as well as Odana Hills' Tom Benson, Door Creek's Dan Roloff and Pleasant View's Ted Donker and ...

... sells has an abundance of its products.

Roloff, who knows the story from both sides of the fence, since he used to work at Golf Shack, said it's easy to spot which manufacturers are underselling to the discount stores.

"Walk into a discount store and you'll usually ...

... years ago.

"There's time spent on the range, there are demonstration days," Rechlicz said of the days when manufacturers provide clubs for golfers to try out on the range.

"And there are more companies to worry about and there's more fitting. It's very time-consuming," added Rechlicz.

...

... fitting is the wave of the future for pro shops. Companies like Titleist, Maxfli and Zevo have special programs that test a golfer's swing speed, how he/she addressed the ball and sets up the club. In less than two weeks, the golfer gets a custom-made set of clubs delivered to his/her door.

"The only clubs in the pro shop will be putters, ...

... candy store," Zucker said.

The Madison Nevada Bob's inventory includes \$ 750,000 just for clubs. The place is a golfer's paradise, with the store glistening with new and used clubs of virtually every make and variety. And they offer just about every amenity that the ...

... clubs.

"If we get something they don't have, they'll send 'em over. It's easier

Capital Times (Madison, WI.), June 4, 1997

than for the pros to order it for them and the golfer gets it right away instead of waiting three weeks."

But Nevada Bob's greatest appeal are two sales features many pro shops can't touch.

No. 1: It offers a 30-day guarantee that allows golfers to exchange their set of clubs for another set in the store. That more than offsets the golf pro's sales pitch that an off-course shop doesn't allow consumers to test the product before buying.

There are some who have taken advantage of the deal. One golfer, for instance, is on his fifth set of irons.

"If something comes back we might take a little hit on ...

... about the top-line equipment, the biggest problems occur with the starter sets.

That is the last bastion of real money-making in the golf-club business. They cost just a few dollars to make and sell for anywhere from \$ 200 to \$ 300. And the consumers are usually ...

... one-year old aluminum alloy iron -- something called a Doug Sanders Classic made by Atlas Golf -- that had a crack down the middle of the clubface.

"That club came from a set that probably cost around \$ 150. It's total ...

... a starter set." It's way out of hand

This is what one pro said about the continuing rise in cost of golf products:

"We're making it too expensive. We're back to making it a rich person's sport again. And I don't like it."

If they're not raising prices, manufacturer's are inventing ways to make golfers buy more clubs. The wedge system is a perfect example.

Ever wonder why you're hitting your wedge as far as you used to ...

... wedge today (49 degrees) is the same as your 9-iron from 10-15 years ago.

"The reason they did it was to force golfers to buy more wedges. Tommy Armour started it with their 845s as a marketing ploy, and it worked," Benson said.

...

GRAPHIC: David Sandell/The Capital Times

The choices in golf equipment seem endless at the Madison Nevada Bob's, 7475 Mineral Point Road. The discount store sells over 4,800 golf clubs in a month.

Golfers can choose from dozens of putters in a variety of shapes and lengths.

Capital Times (Madison, WI.), June 4, 1997

SUBJECT: GOLF BUSINESS MADISON

LEVEL 1 - 169 OF 420 STORIES

Copyright 1997 Phoenix Newspapers, Inc.
THE ARIZONA REPUBLIC

March 27, 1997 Thursday, Final Chaser

SECTION: SPORTS; Pg. D1

LENGTH: 687 words

HEADLINE: KILLER CLUBS, LONG SHOTS AND DIMPLES

BYLINE: DAVID CASSTEVEN, Republic Executive Sports Editor

KEYWORD: GOLF

BODY:

The metal wood -- an oxymoron -- is a handsome piece of equipment. The polished steel head has a titanium insert. The sleek Ultralite R-80 graphite shaft features a "high flex zone."

The newspaper ...

... 199.99, is the longest driver
on the Senior PGA Tour.

By longest, it meant the club has the capability of projecting a golf ball
from here to Yuma.

"What's it called?" I asked.

The salesman smiled. "The Intimidator."

Wow.

I pictured myself, on the first ...

... head."

CHOOSE YOUR WEAPON

Since the caveman swung his first club and complained about his distance,
man has longed to hit the golf ball farther than he ever dreamed possible.

John Daly is no role model, but he is a celebrity primarily because he
doesn't just ...

... a ball so far.

"That's longer," Brewer drawled, "than I can point."

Now, thanks to modern technology, all golfers can hit the ball greater
distances. The dilemma is deciding which weapon to choose.

The Intimidator. The War Bird. Super ADX. 855s. Bullet .444. Pinseeker.
Black Pearl. The Killer Bee.

THE ARIZONA REPUBLIC, March 27, 1997

Who names these clubs, the Pentagon? The competition to produce and market **golf** clubs sounds like a nuclear-arms race.

Clubs are equipped with "bubble" shafts. Self-squaring insert hosels.

...

... a kickstand.

One reason clubs keep growing in size (and price) is because larger clubs are easier for the average **golfer** to hit.

The larger the clubhead, we are told, the bigger the "sweet spot."

Clubs with larger "sweet spots" are said to be more "forgiving."

The rewards of the game keep growing. Today, **golfers** can hit the ball longer and straighter and receive absolution, too.

SUBJECT: **GOLF**

LEVEL 1 - 176 OF 420 STORIES

Copyright 1997 Mill Hollow Corporation
DM News

February 24, 1997

SECTION: SPECIAL FOCUS; Catalog Marketing; Pg. 26

LENGTH: 958 words

HEADLINE: Customer Service Key to Japanese Market;
A cataloger's presentation, timeliness, accuracy and reliability are essentials

BYLINE: By Cynthia Miyashita; Cynthia Miyashita is president of Hemisphere Marketing, a direct marketing agency and consultancy in San Francisco specializing in Pacific Rim markets. Hemisphere Marketing has launched a shared inbound call center in Tokyo to assist American catalogers in providing better service to their Japanese customers.

BODY:

... who are too hasty), misspelling of names and of course fulfilling wrong products create a cumulative image of poor quality.

A **golf**-club marketer shared the story of promoting a **golf** club with a black head on Japanese television. Several orders were fulfilled with a shiny **steel head** that many think actually looks nicer than the black version. Predictably, the steel ones came back. U.S. catalogs should review ...

LEVEL 1 - 179 OF 420 STORIES

Copyright 1997 UMI Inc.;
Copyright California Business Times Inc. 1997;
Business Dateline;
San Francisco Business Times

February 14, 1997

SECTION: Vol 11; No 27; pg 15

LENGTH: 759 words

HEADLINE: Winning at the 18th hole

BYLINE: Francy Blackwood

DATELINE: Hayward; CA; US; Pacific

BODY:

Faced with a change-or-die market, Orlimar Golf Co. found a way to survive in an industry transformed by megabucks marketing and high-tech golf clubs.

Luciano "Lou Ortiz, "trained as a tool-and-die maker in Europe, launched Hayward-based Orlimar ...

... 1980s with the introduction of graphite shafts, so-called metal woods (clubs shaped like traditional woods, but with stainless steel heads), and one-piece golf balls that were more consistent and more durable. The new technologies all contributed to better performance for the average golfer, but most people attributed their improvement to the one change they could see--metal heads on woods. Metal woods are simpler to ...

... a matter of time before something drastic happened.

"What happened was Callaway," Ortiz said.

A relative newcomer, Callaway Golf Co. stunned the industry in 1991 with a \$10 million advertising budget, nearly twice the outlay of even the biggest ...

... June, Orlimar launched a marketing campaign to reestablish its name, starting in Northern California, with ads in local golf publications and spots on radio and cable TV. The company also established a program that allows retailers and golf pros to make attractive margins on its clubs. With rebates and discounts based on initial orders and sales, they can achieve ...

... 80 percent with the changing times, but the leopard didn't change its spots completely."

Entrepreneur: Jesse Ortiz

Company: Orlimar Golf Co., Hayward

Business: Golf club design and manufacturing

San Francisco Business Times, February 14, 1997

Founded: 1960

Revenues: \$ 2.5 million projected for 1997

Growth financing: Private placement

...

COMPANY: Orlimar **Golf** Co, Hayward, CA, US; ; Callaway **Golf** Co, San Diego, CA, US;

SUBJECT: Manufacturers; High technology; **Golf** equipment; Corporate profiles; Entrepreneurs;

JOURNAL-CODE: SFBT

LEVEL 1 - 193 OF 420 STORIES

Copyright 1996 The Dallas Morning News
THE DALLAS MORNING NEWS

August 28, 1996, Wednesday, HOME FINAL EDITION

SECTION: SPORTS DAY; PHIL ROGERS PRO **GOLF** REPORT; Pg. 13B

LENGTH: 1016 words

HEADLINE: Mickelson flops on the issue of Woods' readiness for pros

BYLINE: Phil Rogers

BODY:

Phil Mickelson got one thing right last weekend. He won the NEC World Series of **Golf**. But the ultra-talented lefthander hit a shank when he was asked about Tiger Woods being ready to turn pro.

" ...

Like others within pro **golf**, Mickelson points to Woods' record in professional events as evidence the three-time U.S. Amateur champ should return to Stanford ...

... at Pumpkin Ridge. He regularly outdrove other college players by 100 yards while using an old **steel-headed** (not titanium) King Cobra driver, hit wedges stiff and had a putting touch Mickelson would envy.

"It's like ...

... Not television cameras constantly in his face. Not large galleries following him down the fairway. Not the pressure to make **golf** history. "The

THE DALLAS MORNING NEWS, August 28, 1996

more the spotlight is on him," said Peter Jacobsen, "the better he is going to play."

Staff Writer Phil Rogers covers pro golf for The News. His column appears Wednesday.

ON THE TEE

Down the road

Dallas' Justin Leonard is guaranteed a spot ...

... missed cuts and no top-25 finishes.

Calling home

Phil Mickelson's victory in the NEC World Series of Golf could be costly for Fort Worth's Mark Brooks. It was Mickelson's fourth title this year, which at the least creates an ...

LEVEL 1 - 201 OF 420 STORIES

Copyright 1996 Orange County Register
THE ORANGE COUNTY REGISTER

July 4, 1996 Thursday MORNING EDITION

SECTION: SPORTS; Pg. D11

LENGTH: 725 words

HEADLINE: women;

With array of putters for sale, choose one that feels the best

BYLINE: PATRICIA BALDWIN, Golf for Women

BODY:

Women who want a graduate course in golf should go shopping for a new putter. This summer's offerings include a multitude of new designs and high-performance technology.

Female golfers will find various club-head styles, new technology in materials and several options in shaft lengths _ ...

... Lady TearDrop putter, especially weighted and balanced for women.

There's also a new "parallel hosel" design from newcomer Reese Golf. Reese's selection of three putters help eliminate club-head

THE ORANGE COUNTY REGISTER July 4, 1996 Thursday

twisting and help keep your hands ahead of the ball.

...

... quite creative in combining new materials and technology. Just beware, all these bells and whistles can be pricey.

Carbite Golf's Dual-Density putter, for example, combines tungsten and titanium while Slotline has opted for the heavier tungsten in its ...

... continues to have some of the hottest putters, thanks to its unique soft-face insert technology. The Dual Force 992 has a stainless steel head with a Stronomic club-face insert.

When it comes to shaft length, putters usually range from 33 inches to 35 ...

... cover the marketplace.

Exotic Bird Putters offer rounded and milled designs in hand-crafted hardwood. Ray Cook Golf's Lady Silver Ray putters feature satin/polished silver cosmetics in four models.

What's next? Imagination seems the ...

... Tour schedule starting next year. The inaugural event will be played from April 17-20 at Wachesaw East Golf Club in Murrells Inlet, S.C. It will be a full field, 72-hole event offering a purse of \$ 600,000, with further purse increments through 1999.

Patricia Baldwin is editor in chief of Golf for Women magazine.

She may be contacted at FAX (407) 333-8861 or P.O. Box 951989, Lake Mary, ...

SUBJECT: GOLF EXTRA

LEVEL 1 - 225 OF 420 STORIES

Copyright 1996 The Houston Chronicle Publishing Company
The Houston Chronicle

March 3, 1996, Sunday, 2 STAR Edition

SECTION: SPORTS; Pg. 12

LENGTH: 1109 words

HEADLINE: Titanium looks like it will be around a while

BYLINE: GARY REINMUTH; Chicago Tribune

DATELINE: CHICAGO

BODY:

CHICAGO - The truth, whether the great mass of American **golfers** will admit to it under oath or not, is this:

If Famous Company A came out with a new oversized driver
...

... marketed it to the hilt, that driver would sell like
R.E.M. tickets the day after tomorrow.

Such is the never-ending quest for **golf's** ultimate secret
weapon.

Which brings us to titanium, the hottest thing going in **golf**
clubs in 1996, making it the hottest thing since the Taylor
Made Burner Bubble driver, which last year was the hottest
thing since Pings.

Kim McComb, manager of the Pro Shop World of **Golf** in Skokie,
says experience has taught him that January headlines don't
always translate into April sales, though McComb admits he
...

... Taylor Made) - with the notable exception of Karsten
Manufacturing, maker of Pings - are betting Ralph will fall in
love with titanium.

Golfers started to last year when Callaway introduced its new
Titanium Great Big Bertha and set the market (\$ 500) everyone
else is ...

... product
manager Mike Kelly said.

"Business is definitely good," said Mark Young, product

The Houston Chronicle, March 3, 1996

manager for Wilson Golf, which just introduced a titanium version of its Invex driver. ""At the Merchandise Show I wrote a lot of titanium ...

... Lockenvitz said.

Lockenvitz said he had sold only a half-dozen titanium drivers so far compared with ""hundreds"" of **steel-headed** clubs.

""If John Solheim says it's a fad,"" Lockenvitz said, ""that has a big effect. They do a lot of research before they make a statement like that. The ball doesn't come off the head as hot as with **steel** or wood. "" Karsten is bypassing titanium for now to test several new wooden prototypes.

McComb says he expects to ""sell ...

... quicker on the green, making it ideal for approach shots.

In shoes, manufacturers are working to meet the needs of **golfers** who play some rounds on courses that require soft spikes and others on courses that do not. Rockport has introduced a set of shoes with spikes that can be removed with an allen wrench, allowing the **golfer** to switch easily from spikes to soft spikes to no spikes. Soft Walk Inc. has a retractable spike - a fixed ...

... doing less damage to greens.

In the wacky, goofy, off-the-wall merchandise category, McComb hasn't seen much.

""The **golf** industry is taking itself so seriously now,"" he said. ""We've got too many Harvard MBAs in the business now.

...

LEVEL 1 - 235 OF 420 STORIES

Copyright 1995 Chattanooga News-Free Press Company
Chattanooga Free Press

December 31, 1995, Sunday

LENGTH: 627 words

HEADLINE: Power Wedge Leading Edge For ProGroup

BODY:

A **golf** club innovation by Chattanooga-based ProGroup will be used on oversized irons made by the nation's second- ...

Three years ago, many **golf** club technologists were snickering at ProGroup's latest innovation, a fin on the hosel (where the shaft enters the club head) ...

... for Patented Hosel Design), those same critics began to second-guess themselves.

And now Cobra, the nation's second leading **golf** club producer, is giving the fin theory even more power.

"The first thing this says ... is that an acknowledged leader in our ...

... Nichols, former CEO at MacGregor, was introduced as the new ProGroup head in November.

Cobra, whose King Cobras sent the **golf** market into an oversized craze, has already adapted the PHD technology to its newly designed titanium woods, which will be introduced at the ...

... said his company also would introduce titanium woods at the January show.

"We will have the titanium woods with the fin on them, and we will also be introducing **steel-headed** woods where we are adapting the technology into the bottom of the hosel," Mr. Nichols said.

Tom Crow, vice-chairman of Cobra, expressed his pleasure ...

... area.

"They are going to promote this concept strongly, and, needless to say, we are, too.

"We have already announced our company's intent to promote more and we are going to do that immediately with The **Golf** Channel. We like the demographics of that situation, and we think it will benefit us to promote more," he said.

The company announced recently that all of its club product lines would be linked to Arnold Palmer's name in the very near future.

Mr. Palmer, one of **golf's** most beloved figures, sits on ProGroup's board of directors and is one of the company's major stockholders.

Chattanooga Free Press, December 31, 1995

The announcement comes on the ...

LEVEL 1 - 245 OF 420 STORIES

Copyright 1995 Gannett Company, Inc.
USA TODAY

September 12, 1995, Tuesday, FINAL EDITION

SECTION: SPORTS; Pg. 12C

LENGTH: 528 words

HEADLINE: Daly happy he can keep focus of life on his game

BYLINE: Jerry Potter

DATELINE: DUBLIN, Ohio

BODY:

... go day-to-day," he says. "That's my life."

Daly, a recovering alcoholic whose long drives have made him a favorite of golf fans the world over, plays the Wendy's Three-Tour Challenge today at Muirfield Village Golf Club.

He's paired with Laura Davies, longest hitter in women's golf, and Jack Nicklaus, longest hitter of the 1960s and '70s, in this made-for-TV event to be carried by ABC Dec. 23-24.

"It just feels so good to be concentrating on golf and not have all those off-the-course things to deal with," Daly says. "The personal stuff will always be a grind, but ...

... by lightning during the tournament. People forget about that."

BIG BUCKS: Spalding strongly believes more of its Top-Flite golf balls are sold than any other brand. So strongly, Top-Flite Professional Golf is offering \$1 million to any company that can prove it wrong.

Vice president Scott Creelman issues the challenge ...

... at the PGA International Equipment Show in Las Vegas. Firms have until Dec. 31 to accept his challenge.

DEBUT: The golf clubs Nick Price helped design for Atrigon Golf also debut in Las Vegas. Black Hawk NP "woods" actually have a graphite core inside a lightweight steel head and shaft. Different: the one-piece construction.

USA TODAY, September 12, 1995

Price plans to begin using the clubs this fall but won't play the PGA ...

... last March.

TRAVELING: Florida and Wake Forest women and Oklahoma, Southern California, Texas and Tulsa men open the fall **golf** season today in Japan.

The women join four Japanese teams, and 12 Japanese teams will play in the ...

NOTES: PRO **GOLF**

SUBJECT: ; **GOLF**

LEVEL 1 - 246 OF 420 STORIES

Copyright 1995 PR Newswire Association, Inc.
PR Newswire

September 11, 1995, Monday

SECTION: Financial News

DISTRIBUTION: TO BUSINESS AND SPORTS EDITORS

LENGTH: 498 words

HEADLINE: NICK PRICE, ATRIGON UNVEIL UNIBODY BLACK HAWK WOODS

BODY:

Promising to take high- performance **golf** clubs to a higher level, Nick Price and Atrigon **Golf** Inc., have introduced a Nick Price-designed Black Hawk NP series of woods using innovative, one-piece, Unibody technology.

Unveiled at the 1995 PGA International **golf** show, the clubs utilize a proprietary gas-injection system that allows for state-of-the-art one- piece construction for unparalleled distance and accuracy.

Price, the No. 1 **golfer** in the world in 1994, has worked with Atrigon's engineers to design the Black Hawk NP line, which will be available to the public ...

LAS VEGAS, Sept. 11

"The Black Hawk's unitized graphite core inside the lightweight **steel head** and shaft greatly reduce the torquing and twisting that plague other clubs and provide a positive unique feel," says Price, the ...

... face.

The improved performance of the Black Hawk NP driver over major competitors has been confirmed by independent tests.

Atrigon Golf is a privately held company based in Camarillo, Calif. David Fernandez, Atrigon's founder and chief executive officer, is ...

... materials. For more than 20 years, he has put aerospace engineering to work in the design and production of equipment for major golf and tennis companies.

Price signed a long-term contract with Atrigon in March to serve as a technical and performance ...

COMPANY: Atrigon Golf

ORGANIZATION: Atrigon Golf

LEVEL 1 - 302 OF 420 STORIES

Times Publishing Company
St. Petersburg Times

September 13, 1993, Monday, City Edition

SECTION: SPORTS; ASK US; FANFARE; Pg. 2C

LENGTH: 325 words

HEADLINE: Jan. 1 birthday for all horses in northern hemisphere

BODY:

... any other way?

- David Novak, Tarpon Springs

A: No.

Q: I recently received a set of golf clubs marked PGA Ryder Cup on the steel head. Can you tell me the origin of the clubs and if they are custom-made?

Thomas V. Scully, South Pasadena

A: According to Ray Davis, a leading golf collector/expert who organized the PGA's museum in Pinehurst, N.C.: "The PGA allowed various manufacturers to make clubs ...

AMENDMENT EXAMINATION WORK SHEET

Name: Robin Stimmel-S. h LO: 106 Date: 5-10-99 Serial No: 25/389003

INSTRUCTIONS: To certify amendments the R&A Clerk should check the "AMENDED" column. The Text Editor should check "ENTERED" after the amendment has entered.
RETAIN IN FILE.

SCREEN	AMENDED	ENTERED	AMENDED TO:
AM			AM Mark Type:
			AM Register:
			AM Mark: ☐ MDC:
			AM Amended Register: PR: SR:
			AM Amended Reg Date:
PY			PY Owner: ☐ Name:
			PY ☐ Citizenship:
			PY ☐ Entity Type:
			EN ☐ Entity Statement:
			DB DBA/AKA/TA Statement:
			PY Address: ☐ Inter ☐ City ☐ State/Country ☐ Zip
			NC Assignment or Name Change:
CL			CO Composed of:
			CL International Class: US Class:
			CL First Use: First Use in Commerce:
			GS Goods and Services:
			GS
			GS
			GS
OTHER			1B 1(b) Claimed: Added ☐ Deleted ☐
			D1 Disclaimer:
			DM Description of Mark:
			LS Lining and Stippling Statement:
			TR Translation of Words in Mark:
			ND Name/Portrait Description/Consent:
			TF Section 2(f): ☐ Entire Mark ☐ In Part ☐ Limitation Statement:
			AF Use in Another Form:
			CS Certification Statement:
			CU Concurrent Use Statement:
FN			PR Prior US Registrations:
			DR Domestic Representative:
			FN Foreign Country of Origin:
			FN Foreign Application No: Frgn. Appl. Filing Date:
			FN Section 44(d) Claimed: Y/N
			FN Foreign Registration No: Frgn. Reg. Date:
			FN Foreign Registration Expiration Date:
			FN Foreign Renewal Reg. No: Frgn. Reg. Renewed:
CD			AT Attorney Name:
			CD Correspondence: ☐ Name ☐ Inter St. Address ☐ City/State/Zip
			DN Attorney Docket Number:

Other: _____

I certify that all corrections have been entered in accordance with the above instructions and text editing guidelines.

Initial box if no amendments are rec...rec

RS

Text Editor

Date

Fee History Query Revenue Accounting and Management

Name/Number: 75389003

Total Records Found: 9

Start Date: Any Date

End Date: Any Date

Accounting Date	Sequence Num.	Tran Type	Fee Code	Fee Amount	Mailroom Date	Payment Method
11/28/1997	00000257	<u>0</u>	<u>361</u>	\$245.00	11/12/1997	DA 500303
05/04/1998	00000014	<u>3</u>	<u>463</u>	\$25.00	05/01/1998	DA 500303
05/05/1998	00000075	<u>3</u>	<u>463</u>	-\$25.00	05/01/1998	DA 500303
05/05/1998	00000076	<u>0</u>	<u>466</u>	\$345.00	04/30/1998	DA 500303
05/13/1998	00000001	<u>0</u>	<u>467</u>	\$150.00	05/12/1998	DA 500303
05/14/1998	00000212	<u>0</u>	<u>484</u>	\$40.00	05/12/1998	DA 500303
01/29/1999	00000061	<u>0</u>	<u>361</u>	\$245.00	01/28/1999	DA 500303
05/07/1999	00000112	<u>0</u>	<u>361</u>	-\$245.00	01/28/1999	DA 500303
05/07/1999	00000113	<u>0</u>	<u>362</u>	\$100.00	05/07/1999	DA 500303



CALLAWAY GOLF COMPANY

April 15, 1999

LAW
106
3VIA FACSIMILE

Refunds

United States Patent and Trademark Office
Washington, D.C. 20231

Dear Sir:

Enclosed please find our Deposit Account Statement dated January 29, 1999. I have found the following discrepancy on our statement. As you can see, I have enclosed our November 1997 statement showing a duplicate charge for Serial No. 75/389,003 on November 28, 1997. Thus, the following charge should be corrected from Fee Code 361 (245.00) to 362 (100.00):

Date Posted	Control No.	Description	Docket No.	Fee Code	Charges/Credits
1-29-99	61	75/389,003	TM3029	361	245.00

Therefore, a credit in the amount of \$145.00 should be credited to our account.

Please feel free to contact me if you should have any questions or comments at (760) 930-5498.

Sincerely,

Susan A. Estrada
Intellectual Property Records Coordinator

Enclosures

2285 Rutherford Road • Carlsbad, CA 92008-8815 • Telephone: (760) 931-1771 • FAX: (760) 930-5019

SUBSIDIARIES: CALLAWAY GOLF SALES COMPANY • CALLAWAY GOLF BALL COMPANY • CALLAWAY GOLF EUROPE LTD. • CALLAWAY GOLF (GERMANY) GMBH • CALLAWAY GOLF TRADING GMBH • ODYSSEY GOLF, INC.
CALLAWAY GOLF KOREA, LTD. • ERC INTERNATIONAL COMPANY • CGV, INC.
DIVISION: CALLAWAY GOLF INTERNATIONAL


UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
**MONTHLY STATEMENT
OF DEPOSIT ACCOUNT**

To replenish your Deposit Account, detach and return top portion with your check. Make check payable to Commissioner of Patents & Trademarks.

Address: COMMISSIONER OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

RECEIVED

FEB 15 1999

FINA

Account No.	500303
Date	1-29-99
Page	1

CALLAWAY GOLF COMPANY
SUSAN A ESTRADA
2285 RUTHERFORD ROAD

CARLSBAD CA 92008-8815

PLEASE SEND REMITTANCES TO:
Patent and Trademark Office
P.O. Box 70541
Chicago, Ill. 60673

DATE POSTED			CONTROL NO.	DESCRIPTION (Serial, Patent, TM, Order)	DOCKET NO.	FEE CODE	CHARGES/ CREDITS	BALANCE
MO.	DAY	YR.						
1	11	99	116	29082472	PD2004	143	430.00	3127.00
1	11	99	117	29082472	PD2004	561	9.00	3118.00
1	12	99	209	09222237	PU1020	101	760.00	2358.00
1	12	99	210	09222237	PU1020	103	360.00	1998.00
1	13	99	3	09222237	PU1020	581	40.00	1958.00
1	19	99	18	PAYMENT		701	-10000.00	11958.00
1	29	99	48	75238618	11610	379	100.00	11858.00
1	29	99	49	75238618	11610	363	-100.00	11958.00
1	29	99	50	75978203	11610-1	363	100.00	11858.00
*1	29	99	61	75389003	TM3029	361	*245.00	11613.00
1	29	99	99	75352616	TM3006	363	100.00	11513.00

*Should be
fee code 362
for \$100.00

AN AMOUNT SUFFICIENT TO
COVER ALL SERVICES REQUESTED
MUST ALWAYS BE ON DEPOSIT.

OPENING BALANCE
3557.00

TOTAL CHARGES
2144.00

TOTAL CREDITS
10100.00

CLOSING BALANCE
11513.00

*** 00 INDICATES OVERDRAWN


UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office

 Address: COMMISSIONER OF PATENTS AND TRADEMARKS
 Washington, D.C. 20231

STATEMENT
DEPOSIT ACCOUNT

 Cash your Deposit Account, detach and
 portion with your check. Make check
 to Commissioner of Patents & Trademarks.

DEC 15 1997

Account No.	500303
Date	11-28-97
Page	1

 CALLAWAY GOLF COMPANY
 SUSAN A ESTRADA
 2285 RUTHERFORD ROAD

FINA

CARLSBAD CA 92008-8815

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 P.O. Box 70541
 Chicago, Ill. 60673

DATE POSTED			CONTROL NO.	DESCRIPTION (Serial, Patent, TM, Order)	DOCKET NO.	FEE CODE	CHARGES/ CREDITS	BALANCE
MO.	DAY	YR.						
11	14	97	225	29065157	Assignment-S	581	200.00	9630.00
11	21	97	239	74147286	10584	374	200.00	9430.00
11	28	97	257	*75389003	Tm3029-US	361	245.00	9185.00
	</							



FAX SHEET

2285 Rutherford Road • Carlsbad, CA 92008
Phone: (760) 930-5498 • FAX: (760) 930-5019

DATE: April 15, 1999

NUMBER OF PAGES: (Including cover): 4

TO (Company): U.S.P.T.O.

FAX: 1-703-308-6778

ATTENTION: REFUNDS

FROM: Susan A. Estrada

This message is for the exclusive use of the individual or entity for which it is addressed and may contain information that is confidential and/or constitutes a trade secret. If the recipient of this message is not the addressee or a person responsible for delivering the message to the addressee, such recipient is prohibited from reading or using this message in any way. If you have received this communication in error, please notify us immediately by telephone and destroy the fax message. If you have a problem with the receipt of this transmission, please contact us at the above phone number. Thank you.

Please see attached. Thank you.



UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

April 26, 1999

MEMORANDUM FOR: Mary Sparrow - Managing Attorney
Law Office 106

FROM: Frank Lebron
Project Manager
Refund Section

A handwritten signature in black ink, appearing to read "Frank Lebron", written over the printed name.

Subject: REQUEST FOR FILES

Attached herewith please find refund request letter(s) for your immediate review. Referring to TRAM, it was determined that these applications are located in your area as of 04/19/99. **Please send a copy of the "transaction list" (CR06) print-out after processing the request for refund to the Office of Finance, CPK 1, suite 802, attn: Frank Lebron. If the request for refund is denied, please forward copy of letter that is initiated by your organization to the address mentioned above. If you have questions, please contact the Office of Finance at 305-4231.**

Case Number
75/389003

RECEIVED
1999 APR 29 P 12:50
LAW OFFICE 106

**TRADEMARK PROCESS FEES
FASTENER QUALITY ACT FEES**

Serial /Registration Number: <u>75/38900 3</u>				Date: <u>5/7/99</u>
Requested by: <u>JEFF COWARD</u>				Office: <u>106</u>
Signature: <u>[Signature]</u>				Phone: <u>(703) 208-9106 ext 137</u>

FEE CODE	REFUND AMOUNT	Classes or Quantity	DESCRIPTION of TRADEMARK PROCESSING FEES	FEE Amount
361	\$ 245.	1	Application for Registration, per class	\$245
362	100	1	Amendment to Allege Use under §1(c), per class	\$100
363			Statement of Use under §1(d)(1), per class	\$100
364			Extension of Time to file a Statement of Use under §1(d)(1), per class	\$100
365			Application for Renewal under §9, per class	\$300
366			Additional Fee for late Renewal under §9, per class	\$100
367			Publication of mark under §12c, per class	\$100
368			Issuing a New Certificate of Registration, per class	\$100
369			Certificate of Correction, per registration	\$100
370			Disclaimer to Registration, per registration	\$100
371			Amendment to Registration, per registration	\$100
372			Section 8 Affidavit, per class	\$100
373			Section 15 Affidavit, per class	\$100
374			Section 8 & 15 Affidavit combined request, per class	\$200
375			Petition to Commissioner	\$100
376			Petition for Cancellation, per class	\$200
377			Notice of Opposition, per class	\$200
378			Ex Parte Appeal, per class	\$100
379			Request to Divide an Application, per new application file created	\$100
FEE CODE	REFUND AMOUNT	Quantity	FASTENER QUALITY ACT RECORDAL FEES	FEE Amount
650			Application fee for recordal of insignia, per request	\$20
651			Renewal of insignia recordal, per request	\$20
652			Surcharge for late renewal of insignia recordal, per request	\$20

\$ 245 Total Amount to be Refunded/Credited

Explanation for Refund/Correction:

Charge 362 - \$100.00 for AAU

☐ Incomplete Application/Request
☐ Overpayment
☐ Fee is not Required

☐ Early/Late Filed Request
☐ Duplicate Payment
☐ Change Fee Code _____ to Fee Code _____

Refund to be processed by Treasury Check to :
(Correspondence Address)

Refund to be credited to Deposit Account No: 500303

Refund Processed by: _____ Date: _____

refund ←
charge for ←
AAU

L

FEE CHARGE/REFUNDS/CORRECTION REQUEST

TRADEMARK PROCESS and FASTENER RECORDAL FEES

Serial/Registration Number: <u>12389003</u>	Date: <u>1-28-99</u>
Requested by: <u>[Signature]</u> Employee No.: _____	Office: <u>1280</u>
Signature: _____	Phone: <u>918</u>

FEE CODE	REQUEST AMOUNT	Classes or Quantity	DESCRIPTION of TRADEMARK PROCESSING FEES	FEE Amount
361	\$		Application for Registration, per class	\$245
362	<u>100.00</u>		Amendment to Allege Use under §1(c), per class	\$100
363			Statement of Use under §1(d)(1), per class	\$100
364			Extension of Time to file a Statement of Use under §1(d)(1), per class	\$100
365			Application for Renewal under §9, per class	\$300
366			Additional Fee for late Renewal under §9, per class	\$100
367			Publication of mark under §12c, per class	\$100
368			Issuing a New Certificate of Registration, per registration	\$100
369			Certificate of Correction, per registration	\$100
370			Disclaimer to Registration, per registration	\$100
371			Amendment to Registration, per registration	\$100
372			Section 8 Affidavit, per class	\$100
373			Section 15 Affidavit, per class	\$100
374			Section 8 & 15 Affidavit combined request, per class	\$200
375			Petition to Commissioner	\$100
376			Petition for Cancellation, per class	\$200
377			Notice of Opposition, per class	\$200
378			Ex Parte Appeal, per class	\$100
379			Request to Divide an Application, per new application file created	\$100
FEE CODE	REQUEST AMOUNT	Quantity	FASTENER QUALITY ACT RECORDAL FEES	FEE Amount
650			Application fee for recordal of insignia, per request	\$20
651			Renewal of insignia recordal, per request	\$20
652			Surcharge for late renewal of insignia recordal, per request	\$20
617			Processing Returned Checks (service charge - bounced checks)	\$50

\$ 100.00 Total Amount ☒ Charge ☐ Refund ☐ Correction
 Explanation for Charge/Refund/Correction:

COMPLETE

- ☐ Incomplete Application/Request
☐ Overpayment
☐ Fee is not Required

☐ Early/Late Filed Request
☐ Add Additional Classes
☐ Change Fee Code _____ to Fee Code _____

☐ Refund to be processed by Treasury Check to:
 (Correspondence Address)

Authorized Deposit Account Name: _____

Deposit Account No: 50-0303 ☐ Charge ☐ Refund ☐ Correction

Request Processed by: _____

Date: _____

00000000

AMENDMENT EXAMINATION WORK SHEET

Name

Keisha Hodge

LO: 106

Date: JAN 28 1999

Serial No:

7/389003

INSTRUCTIONS: To certify amendments the R&A Clerk should check the "AMENDED" column. The Text Editor should check "ENTERED" after the amendment has been entered. RETAIN IN FILE.

SCREEN	AMENDED	ENTERED	AMENDED TO:
AM			AM Mark Type:
			AM Register:
			AM Mark: ☐ MDC:
			AM Amended Register: PR: SR:
			AM Amended Reg Date:
PY			PY Owner: ☐ Name:
			PY ☐ Citizenship:
			PY ☐ Entity Type:
			BN ☐ Entity Statement:
			DB DBA/AKA/TA Statement:
CL			PY Address: ☐ Inter ☐ City ☐ State/Country ☐ Zip
			NC Assignment or Name Change:
			CO Composed of:
			CL International Class: US Class:
			CL First Use: First Use in Commerce:
OTHER			GS Goods and Services:
			GS
			GS
			GS
			TB 1(b) Claimed: Added ☐ Deleted ☐
			D1 Disclaimer:
			DM Description of Mark:
			LS Lining and Stippling Statement:
			TR Translation of Words in Mark:
			NO Name/Portrait Description/Consent:
FN			TF Section 2(f): ☒ Entire Mark ☐ In Part ☐ Limitation Statement:
			AF Use in Another Form:
			CS Certification Statement:
			CU Concurrent Use Statement:
			PR Prior US Registrations:
CD			DR Domestic Representative:
			FN Foreign Country of Origin:
			FN Foreign Application No: Frgn. Appl. Filing Date:
			FN Section 44(d) Claimed: Y/N
			FN Foreign Registration No: Frgn. Reg. Date:
CD			FN Foreign Registration Expiration Date:
			FN Foreign Renewal Reg. No: Frgn. Reg. Renewed:
			FN Foreign Registration Renewed Expiration Date:
			AT Attorney Name:
			CD Correspondence: ☐ Name ☐ Inter St. Address ☐ City/State/Zip
			DN Attorney Docket Number:

Other:

I certify that all corrections have been entered in accordance with the above instructions and text editing guidelines.

Initial box if no amendments are rec.../rec

☐



12-17-1998

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #64

TRADEMARK

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Law Office 106

Examiner: Jeffery C. Coward

Applicant:

CALLAWAY GOLF COMPANY

Trademark:

STEELHEAD

Serial No:

75/389,003

Filed:

November 12, 1997

Carlsbad, California 92008-8815

December 17, 1998

CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service by Express Mail in an envelope addressed to: Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513 on December 17, 1998.

By

, Susan A. Estrada

Assistant Commissioner for Trademarks
BOX RESPONSES - NO FEE
2900 Crystal Drive
Arlington, Virginia 22202-3513

RESPONSE TO OFFICE ACTION NO. 01

In response to Office Action No. 01, in the above-captioned application, applicant Callaway Golf Company ("Applicant") hereby responds to Examining Attorney's Office Action No. 01, mailed June 17, 1998, on Applicant's mark STEELHEAD (the "Mark") as follows.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRANSMITTAL LETTER (GENERAL)
(With Certificate of Mailing by Express Mail)

Applicant/Registrant: **CALLAWAY GOLF COMPANY**
Serial No.: **75/389,003**
Registration No.:
Trademark: **STEELHEAD**

Docket No.
TM3029

TO THE ASSISTANT COMMISSIONER FOR TRADEMARKS:

Transmitted herewith is/are the following document(s):

1. AMENDMENT TO ALLEGE USE;
2. THREE (3) SPECIMENS OF THE MARK; AND
3. ONE POSTAL CARD FOR ACKNOWLEDGMENT OF RECEIPT.

☐ No fee is required.

☒ Please charge Deposit Account No. **50-0303** in the amount of **\$100.00**
A duplicate copy of this sheet is enclosed.

☐ A check in the amount of _____ is attached.
Any excess or insufficiency should be credited or debited to Deposit Account No. _____
A duplicate copy of this sheet is enclosed.


Signature

JOSEPH H. LEE
ATTORNEY FOR APPLICANT
REG. NO. 37,664

Dated: **12-16-98**

I certify that this document and fee is being deposited
on **12-17-98** with the U.S. Postal Service
"Express Mail Post Office to Addressee" service under 37
C.F.R. 1.10 and is addressed to the Assistant
Commissioner for Trademarks, 2900 Crystal Drive,


Signature of Person Mailing Correspondence

SUSAN A. ESTRADA

Typed or Printed Name of Person Mailing Correspondence

EL04217023US

"Express Mail" Mailing Label Number

05/07/1999 FTAYLOR 00000046 500303 75389003
01 FC:362 100.00 CH

CC:

REMARKS

The Examining Attorney has refused registration on the Principal Register on the ground that the Mark is merely descriptive, and that the Mark simply describes a primary feature or characteristic of the goods provided, namely "golf clubs and golf club head covers." For the reasons set forth below, Applicant respectfully submits that the Mark is not descriptive of golf club head covers, and that the Mark has acquired distinctiveness for golf clubs pursuant to Section 2(f) of the Trademark Act, 15, U.S.C. § 1052(f), and is accordingly entitled to registration on the Principal Register.

17 ~~PRIME~~
2(f)
Although Applicant is electing to pursue registration of this Mark for "golf clubs" under Section 2(f) because Applicant has established secondary meaning in the Mark for "golf clubs", Applicant maintains that the Mark is inherently distinctive for the listed goods and does not waive that position or acquiesce in the refusal to register the Mark for lack of inherent distinctiveness.

Applicant is in the business of developing, manufacturing and marketing golf clubs and related golf equipment. Applicant has concurrently filed an Amendment to Allege Use under 37 C.F.R. §2.76 claiming use of the Mark as early as August 12, 1998. A copy of this Amendment is attached as Exhibit A.

Applicant brings to the Examiner's attention that Applicant's "golf club head covers" are not made of steel, and thus, the Mark is not merely descriptive of such goods. As for "golf clubs", while it is true that the STEELHEAD golf clubs are made of steel, Applicant has assembled evidence to show that the Mark has acquired secondary meaning, and is registerable as a trademark on the Principal Register.

It is well accepted that, generally, a descriptive mark is registerable when secondary meaning is shown. See, e.g., *Two Pesos, Inc. v. Taco Cabana, Inc.*, 505 US 763 (1992); *Miss Universe, Inc. v. Patricelli*, 408 F.2d 506 (2nd Cir. 1969). It is also well understood that secondary meaning may be established by some period of use, sales, and advertising. See, e.g., *Harlequin Enters., Ltd. v. Gulf & W. Corp.*, 644 F.2d 946 (2nd Cir. 1981).

Proof of secondary meaning may include both proof showing Applicant's efforts to establish secondary meaning and proof showing the impact made by those efforts. Evidence of Applicant's efforts to establish secondary meaning may include: (i) extensive sales; (ii) extensive advertising; (iii) trade-show displays; and (iv) promotion by customers. See, e.g., *Harlequin Enters. Ltd. v. Gulf & W. Corp.*, 644 F.2d 946 (2nd Cir. 1981); *Bristol-Myers Squibb Co. v. McNeil-PPC, Inc.*, 973 F.2d 1033 (2nd Cir. 1992). Evidence of the impact made by Applicant's efforts to establish secondary meaning may include: (v) unsolicited publicity. See, e.g., *Thompson Medical Co. v. Pfizer, Inc.*, 753 F.2d 208 (2d Cir. 1985).

Applicant provides the following information in support of its efforts to establish secondary meaning, and to demonstrate the impact made by those efforts.

(i) Extensive Sales: As of December 14, 1998, Callaway Golf Company has shipped over \$50,000,000 (at wholesale) worth of golf clubs and golf club head covers bearing the Mark. These dollar amounts equate to approximately 316,400 units shipped throughout the entire United States. There have been substantial sales and shipments to over forty foreign countries as well. Domestic sales data is attached as Exhibit B.

(ii) Extensive Advertising: As of December 4, 1998, Callaway Golf Company has spent over \$1,600,000 producing and placing television and printed advertisements throughout the United States. The television advertisements were televised nationwide on the following television stations: ESPN, ABC, CBS, NBC, VH-1, CNN, TBS, and The Golf Channel; and the printed advertisements were published nationwide in the following publications: *Golf Digest*, *Golf Shop Operations*, *Golf for Women*, *Golf World*, *PGA Magazine*, *Golf Week*, *Sports Illustrated*, *Golf Magazine*, *Jr. Golf Magazine*, *Sr. Golfer*, *The Golfer*, *Cigar Aficionado*, and *Departures*. Domestic advertising data and sample advertisements are attached as Exhibit C.

(iii) Tradeshow Displays: The golf industry conducts two major tradeshows each year. One is held in Orlando, Florida in January, and the other is held in Las Vegas, Nevada in August/September. Golf clubs and golf club head covers bearing the Mark were prominently displayed at the August, 1998 Las Vegas tradeshow, and were officially introduced to the public no later than August 12, 1998. A sample of the artwork displayed on some of the tradeshow displays used at the Las Vegas tradeshow is attached as Exhibit D.

(iv) Promotion by Customers: Callaway Golf Company provides its customers, the retailers, with various point-of-sale displays and brochures for promotional use by its customers. In addition, some of Callaway Golf Company's customers distribute their own mail-order catalogs nationwide, prominently displaying Applicant's golf clubs bearing the Mark. These catalogs include *Herringtons*, with a yearly circulation of over 50,000,000 catalogs, *Golf Smith*, with a yearly circulation of over 15,000,000 catalogs, *Edwin Watts*, with a yearly circulation of over 5,000,000 catalogs, and *Uinta Golf*, with a yearly circulation of over 140,000 catalogs. Samples of Applicant's brochure and its customers' mail-order catalogs are attached as Exhibit E.

(v) Unsolicited Publicity: Callaway Golf Company is the largest manufacturer of golf equipment in the world. Total worldwide sales for 1997 were in excess of \$842,926,000. Accordingly, a new product launch by Callaway Golf creates quite an impact in the industry, and receives a fair amount of coverage in the national golf magazines, including such magazines as *Golf World*, *Golf Week* and *Golf Retailer*, as well as national and regional newspapers, including *USA Today* and the *New York Times*. The *Golf Week* article from the August 15, 1998, issue makes it very clear that the industry standard "descriptive" term for golf clubs made of steel is "metal woods" and

that STEELHEAD is a trademark for a new line of clubs being introduced by the Applicant. Sample articles from these publications discussing the STEELHEAD metal woods are attached as Exhibit F.

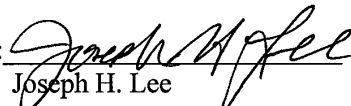
Further evidence of the impact that the STEELHEAD golf clubs have had are evident in the professional tours and the level of penetration that the STEELHEAD product has had in a relatively short period of time. Samples of press releases discussing tournament victories by players using STEELHEAD metal woods, and more particularly, the penetration of the STEELHEAD metal woods into the professional tours, are attached as Exhibit G.

Applicant notes the Examiner's report that a search of the Office records found no similar registered or pending mark which would bar registration under Trademark Act Section 2(d), 15 U.S.C. Section 1052(d).

In view of the foregoing, which clarifies that the Mark is not merely descriptive of "golf club head covers," and establishes the distinctiveness of Applicant's Mark for "golf clubs," it is believed that this application is now in condition for prompt publication. Favorable action is therefore requested.

Dated: December 17, 1998

Respectfully submitted,

By: 
Joseph H. Lee
Attorney for Applicant
Registration No. 37,664
(760) 930-5739

Docket TM3029

IN THE UNITED STATES PATENT AND TRADEMARK OFFICEAMENDMENT TO ALLEGE USE UNDER 37 CFR 2.76
(With Declaration)Name of Applicant: **CALLAWAY GOLF COMPANY**
Serial Number: **75/389,003**
Trademark: **STEELHEAD**Docket No.
TM3029**TO THE ASSISTANT COMMISSIONER FOR TRADEMARKS**

Applicant requests registration of the above-identified trademark in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. 1051 et. seq., as amended). Three specimens per class showing the mark as used in commerce are submitted with this amendment.

☐ Check here if a Request to Divide under 37 CFR 2.87 is being submitted with this amendment.

Applicant is using the mark in commerce on or in connection with the following goods:
GOLF CLUBS AND GOLF CLUB HEAD COVERS

(Note: Goods listed above may not be broader than the goods identified in this application currently)

Date of first use of the mark in commerce which the U.S. Congress may regulate: **NO LATER THAN 8-12-98**

Specify type of commerce:

- | | |
|--|---|
| ☒ interstate commerce. | ☐ commerce with the United States. |
| ☐ territorial commerce. | ☐ commerce between the United States and _____ |
| ☐ foreign commerce. | ☐ _____ |

Date of first use anywhere (the same as or before use in commerce date): **NO LATER THAN 8-12-98**

The trademark is used by applying the mark:

- ☒ To the goods
☐ To containers for the goods
☐ To literature accompanying the goods
☐ To displays associated with the goods
☐ To tags or labels affixed to the goods
☐ _____

DECLARATION

I, the undersigned authorized signatory of Applicant, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any resulting registration, declare that I am properly authorized to execute this Amendment to Allege Use on behalf of the Applicant; I believe the Applicant to be the owner of the trademark sought to be registered; the trademark is now in use in commerce; and all statements made of my own knowledge are true and all statements made on information and belief are believed to be true.

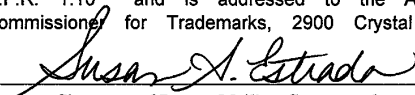
Address all future correspondence to:

JOSEPH H. LEE
CALLAWAY GOLF COMPANY
2285 RUTHERFORD ROAD
CARLSBAD, CALIFORNIA 92008-8815

Dated: DECEMBER 16, 1998

By: _____

STEVEN C. MCCracken
EXECUTIVE VICE PRESIDENT,
CHIEF LEGAL OFFICER
AND SECRETARY

I certify that this document and fee is being deposited on 12-17-98 <u>12-17-98</u> with the U.S. Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. 1.10 and is addressed to the Assistant Commissioner for Trademarks, 2900 Crystal Drive,
 <i>Signature of Person Mailing Correspondence</i>
SUSAN A. ESTRADA <i>Typed or Printed Name of Person Mailing Correspondence</i>
EL042170235US <i>"Express Mail" Mailing Label Number</i>

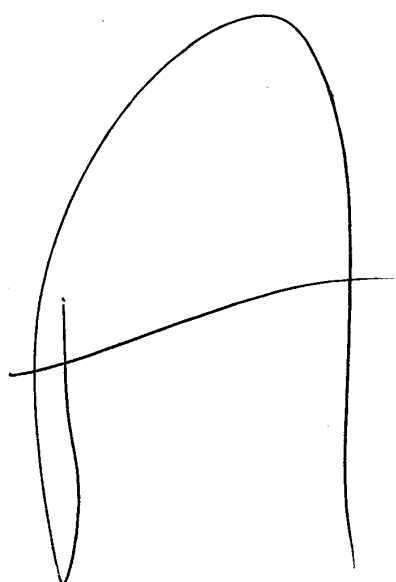


Exhibit A

Amendment to Allege Use

UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office

SERIAL NO. 75/389003 APPLICANT CALLAWAY GOLF COMPANY MARK STEELHEAD ADDRESS JOSEPH H LEE CALLAWAY GOLF CO 2285 RUTHERFORD RD CARLSBAD CA 92008-8815 ACTION NO. 01 MAILING DATE 05/17/98 REF. NO. TM3029		PAPER NO. ADDRESS: Assistant Commissioner for Trademarks 2900 Crystal Drive Arlington, VA 22202-3513 If no fees are enclosed, the address should include the words "Box Responses - No Fee." Please provide in all correspondence: 1. Filing Date, serial number, mark and Applicant's name. 2. Mailing date of this Office action. 3. Examining Attorney's name and Law Office number. 4. Your telephone number and ZIP code.
---	--	--

FORM PTO-1525 (5-90)

U.S. DEPT. OF COMM. PAT. & TM OFFICE

A PROPER RESPONSE TO THIS OFFICE ACTION MUST BE RECEIVED WITHIN 6 MONTHS FROM THE DATE OF THIS ACTION IN ORDER TO AVOID ABANDONMENT. For your convenience and to ensure proper handling of your response, a label has been enclosed. Please attach it to the upper right corner of your response. If the label is not enclosed, print or type the Trademark Law Office No., Serial No., and Mark in the upper right corner of your response.

RE: Serial Number: 75/389003 **STEELHEAD**

The assigned examining attorney has reviewed the referenced application and determined the following.

No.Conflicting Marks Noted

The examining attorney has searched the Office records and has found no similar registered or pending mark which would bar registration under Trademark Act Section 2(d), 15 U.S.C. Section 1052(d). TMEP section 1105.01.

Mark is Merely Descriptive

The examining attorney refuses registration on the Principal Register because the proposed mark merely describes the goods. Trademark Act Section 2(e)(1), 15 U.S.C. Section 1052(e)(1); TMEP section 1209 *et seq.*

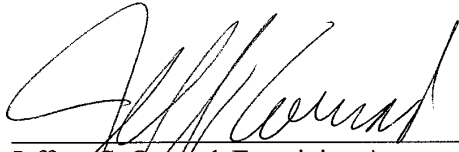
A mark is merely descriptive under Trademark Act Section 2(e)(1), 15 U.S.C. 1052(e)(1), if it describes an ingredient, quality, characteristic, function, feature, purpose or use of the relevant goods. *In re Gyulay*, 820 F.2d 1216, 3 USPQ2d 1009 (Fed. Cir. 1987); *In re Bed & Breakfast Registry*, 791 F.2d 157, 229 USPQ 818 (Fed. Cir. 1986); *In re MetPath Inc.*, 223 USPQ 88 (TTAB 1984); *In re Bright-Crest, Ltd.*, 204 USPQ 591 (TTAB 1979); TMEP section 1209.01(b).

The applicant applied to register the mark STEELHEAD for "golf clubs and golf club head covers." It is certain that the golf club heads will be made from steel or a steel derivative. Therefore, the applicant's proposed mark simply describes a primary feature of characteristic of the goods provided.

Supplemental Register

Please note that the mark in an application under Trademark Act Section 1(b), 15 U.S.C. Section 1051(b), *is not* eligible for registration on the Supplemental Register *until* an acceptable amendment to allege use under 37 C.F.R. Section 2.76 or statement of use under 37 C.F.R. Section 2.88 has been timely filed. 37 C.F.R. Section 2.47(c); TMEP section 1105.01(a)(vii). When such an application is changed from the Principal Register to the Supplemental Register, the effective filing date of the application is the date of filing of the allegation of use. 37 C.F.R. Section 2.75(b); TMEP section 708.01.

If the applicant chooses to respond to the refusal to register, the applicant must also respond to the following issues.



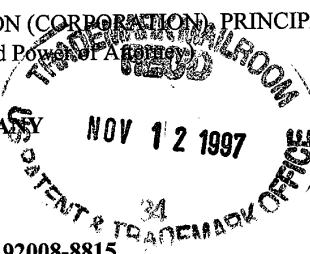
Jeffery C. Coward, Examining Attorney
Law Office 106, (703) 308-9106 ext. 133

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

INTENT-TO-USE TRADEMARK APPLICATION (CORPORATION), PRINCIPAL REGISTER

(With Declaration and Power of Attorney)

Name of Applicant: **CALLAWAY GOLF COMPANY**
State of Incorporation: **CALIFORNIA**
Address of Applicant: **2285 RUTHERFORD ROAD**
CARLSBAD, CALIFORNIA 92008-8815



Docket No.

TM3029

Trademark: **STEELHEAD**

International Class: 28

TO THE ASSISTANT COMMISSIONER FOR TRADEMARKS

Applicant requests registration of the trademark shown in the accompanying drawing in the United States Patent and Trademark Office on the Principal Register established by the Act of July 5, 1946 (15 U.S.C. 1051 et. seq., as amended) for the following goods:

GOLF CLUBS AND GOLF CLUB HEAD COVERS

Applicant has a bona fide intention to use the mark in commerce on or in connection with the above identified goods (15 U.S.C. 1051(b), as amended.)

It is intended that the trademark will be used by applying the mark:

- ☒ To the goods
- ☐ To containers for the goods
- ☐ To literature accompanying the goods
- ☐ To displays associated with the goods
- ☐ To tags or labels affixed to the goods

Applicant has a bona fide intention to use the mark in commerce on or in connection with the above identified goods, and asserts a claim of priority based upon a foreign application in accordance with 15 U.S.C. 1126(d), as amended.

Country of foreign filing: N/A

Date of foreign filing: N/A

Applicant has a bona fide intention to use the mark in commerce on or in connection with the above identified goods and, accompanying this application, submits a certification or certified copy of a foreign registration in accordance with 15 U.S.C. 1126(e), as amended.

Country of registration: N/A

Registration number: N/A

DECLARATION

I, the undersigned authorized signatory of Applicant, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of this application or any resulting registration, declare that I am properly authorized to execute this application on behalf of the Applicant; that I believe the foregoing statements to be true; I believe the Applicant to be the owner of the trademark sought to be registered, or, if the application is being filed under 15 U.S.C. 1051(b), I believe Applicant to be entitled to use such mark in commerce; to the best of my knowledge and belief no other person, firm, corporation, or association has the right to use the above-identified mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when applied in connection with the goods of such other person, firm, corporation, or association to cause confusion, or to cause mistake, or to deceive; and all statements made of my own knowledge in this application are true and all statements made on information and belief are believed to be true.

Please direct all future correspondence to:

JOSEPH H. LEE, ESQ.
CALLAWAY GOLF COMPANY
2285 RUTHERFORD ROAD
CARLSBAD, CALIFORNIA 92008-8815

Dated: Nov. 11, 1997

By: 

STEVEN C. MCCrackEN
CALLAWAY GOLF COMPANY
2285 RUTHERFORD ROAD
CARLSBAD, CALIFORNIA 92008-8815
EXECUTIVE VICE PRESIDENT, LICENSING,
CHIEF LEGAL OFFICER & SECRETARY

NOV 12 1997

34

& TRADE

Docket No.
TM3029

TO THE ASSISTANT COMMISSIONER FOR TRADEMARKS

The Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3513

I hereby appoint:

as principal attorneys to prosecute this application, to transact all business in the Patent and Trademark Office connected therewith and to receive the Registration Certificate if one should issue.

By:

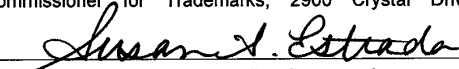
Sundar

STEVEN C. MCCrackEN
CALLAWAY GOLF COMPANY
2285 RUTHERFORD ROAD
CARLSBAD, CALIFORNIA 92008-8815
EXECUTIVE VICE PRESIDENT, LICENSING,
CHIEF LEGAL OFFICER AND SECRETARY

Dated: Nov. 11, 1997.

Certificate of Mailing by Express Mail

I certify that this application and enclosed fee is being deposited on 11-12-97 with the U.S. Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. 1.10 and is addressed to the Assistant Commissioner for Trademarks, 2900 Crystal Drive,


Signature of Person Mailing Correspondence

SUSAN A. ESTRADA

Typed or Printed Name of Person Mailing Correspondence

TB349996251

"Express Mail" Mailing Label Number

Certificate of Mailing by First Class Mail

I certify that this application and enclosed fee is being deposited on _____ with the U.S. Postal Service as first class mail under 37 C.F.R. 1.8 and is addressed to the Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3513.

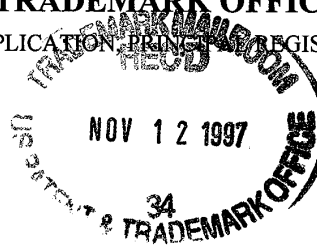
Signature of Person Mailing Correspondence

Typed or Printed Name of Person Mailing Correspondence

75389003

Docket No.
TM3029

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
TRANSMITTAL LETTER, INTENT-TO-USE TRADEMARK APPLICATION, PRINCIPAL REGISTER

Name of Applicant: **CALLAWAY GOLF COMPANY**Trademark: **STEELHEAD**International Class: **28**

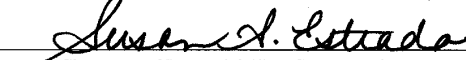
TO THE ASSISTANT COMMISSIONER FOR TRADEMARKS:

Transmitted herewith is an Intent-to-Use Trademark Application, Principal Register.

- ☐ A check in the amount of _____ is attached.
- ☒ Please charge Deposit Account No. **50-0303** in the amount of **\$245.00**
A duplicate copy of this sheet is enclosed.
- ☒ The Commissioner is hereby authorized to charge payment of any fees associated with this application or credit any overpayment to Deposit Account No. **50-0303**
A duplicate copy of this sheet is enclosed.

Certificate of Mailing by Express Mail

I certify that this transmittal letter, the enclosed application and fee is being deposited on **11-12-97** with the U.S. Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. 1.10 and is addressed to the Assistant Commissioner for Trademarks, 2900


Signature of Person Mailing Correspondence

SUSAN A. ESTRADA

Typed or Printed Name of Person Mailing Correspondence

TB349996251

"Express Mail" Mailing Label Number

Certificate of Mailing by First Class Mail

I certify that this transmittal letter, the enclosed application and fee is being deposited on _____ with the U.S. Postal Service as first class mail under 37 C.F.R. 1.8 and is addressed to the Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, Virginia 22202-3513.

Signature of Person Mailing Correspondence

Typed or Printed Name of Person Mailing Correspondence


Signature

JOSEPH H. LEE
INTELLECTUAL PROPERTY COUNSEL
CALLAWAY GOLF COMPANY
2285 RUTHERFORD ROAD
CARLSBAD, CALIFORNIA 92008-8815

Dated: **11-10-97**

TRADEMARK APPLICATION SERIAL NO. 75389003

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE
FEE RECORD SHEET

11/28/1997 GILLOYD 00000249 DA#500303 75389003
01 FC:361 245.00 CH

01/29/1999 JHARLEY 00000060 500303 75389003
01 FC:361 245.00 CH
Adjustment date: 05/07/1999 FTAYLOR
01/29/1999 JHARLEY 00000060 500303 75389003
01 FC:361 245.00 CR

Serial Number: 75389003

08/09/01	EXPR	T	EX PARTE APPEAL-REFUSAL REVERSED	015	389003
02/15/01	CNES	O	EXAMINERS STATEMENT MAILED	014	000000
02/12/01	IUAA	P	USE AMENDMENT ACCEPTED	013	000000
01/28/99	AUPC	I	AMENDMENT TO USE PROCESSING COMPLETE	012	000000
12/17/98	IUAF	S	USE AMENDMENT FILED	011	000000
10/20/00	EXPI	T	EX PARTE APPEAL-INSTITUTED	010	389003
04/21/00	CNFR	O	FINAL REFUSAL MAILED	009	000000
12/22/99	CRFA	I	COMMUNICATION RECEIVED FROM APPLICANT	008	000000
12/11/99	DPCC	D	DIVISIONAL PROCESSING COMPLETE	007	000000
08/16/99	DRRR	I	DIVISIONAL REQUEST RECEIVED	006	000000
06/23/99	CNRT	F	NON-FINAL ACTION MAILED	005	000000
04/29/99	CRFA	I	COMMUNICATION RECEIVED FROM APPLICANT	004	000000
12/17/98	CRFA	I	COMMUNICATION RECEIVED FROM APPLICANT	003	000000
06/17/98	CNRT	F	NON-FINAL ACTION MAILED	002	000000
06/10/98	DOCK	D	ASSIGNED TO EXAMINER	001	073276

CORRESPONDENCE

ATTORNEY: JOSEPH H LEE
ATTORNEY DOCKET NUMBER: TM3029
CORRESPONDENCE ADDRESS: JOSEPH H LEE
CALLAWAY GOLF CO
2285 RUTHERFORD RD
CARLSBAD CA 92008-8815

OTHER INFORMATION

MARK DRAWING CD: 1-TYPESET WORD(S)/LETTER(S)/NUMBER(S)
PSEUDOMARK: STEEL HEAD
PARENT OF: 75978946

SECTION 8 IN PART: NO
REPUBLIC SEC 12C: NO
CHANGE IN REGISTRATION: NO
TTAB DECISION: NO
LOST CASE: NO

PRIOR OWNER INFORMATION

PARTY TYPE: 11-1ST NEW OWNER BEFORE PUBLICATION - FIRST NAME
NAME: CALLAWAY GOLF COMPANY
ADDRESS: 2285 RUTHERFORD ROAD
CARLSBAD CALIFORNIA 92008
ENTITY: 03-CORPORATION
CITIZENSHIP: DELAWARE
ASIGNEE OF: BY MERGER

PARTY TYPE: 10-ORIGINAL APPLICANT - FIRST NAME
NAME: CALLAWAY GOLF COMPANY
ADDRESS: 2285 RUTHERFORD ROAD
CARLSBAD CALIFORNIA 920088815
ENTITY: 03-CORPORATION
CITIZENSHIP: CALIFORNIA

UNITED STATES PATENT AND TRADEMARK OFFICE
Trademark Trial and Appeal Board
2900 Crystal Drive
Arlington, Virginia 22202-3513

Mailed: June 28, 2002

Applicant: CALLAWAY GOLF COMPANY
Serial No.: 75389003
Filed: 11/12/1997
Mark: STEELHEAD

MARK W. HENDRICKSEN
WELL S ST. JOHN P.S.
601 WEST FIRST AVENUE, SUITE 1300
SPOKANE, WA 99201-3828

Jamila Wong, Legal Assistant

The request for extension of time to oppose, filed under Trademark Rule 2.102 on behalf of **WIDE WORLD OF GOLF, INC.** (copy attached), was timely filed but is just now being acted on. The Board regrets the delay and any resulting inconvenience caused to the potential opposer or to applicant.

The request for extension of time to oppose is granted. If any further request for extension of time to oppose or any notice of opposition was filed on or before 5/8/02, it will be considered as having been timely filed.

Applicant: **CALLAWAY GOLF COMPANY**
Address: **2285 RUTHERFORD ROAD**
CARLSBAD, CALIFORNIA 92008-8815

INIT CL. **28**
PRIOR US CL.
22, 23, 38, 50

75389003

Date of first use of the mark: Intent-to-Use Application
Date of first use of the mark in commerce: Intent-to-Use Application
Foreign application priority filing date: N/A
Goods: **GOLF CLUBS AND GOLF CLUB HEAD COVERS**



STEELHEAD



PUBLISHED
01/08/02

*** User: EX595822 ***

STMT NUMBER	TOTAL MARKS	LIVE VIEWED	DEAD VIEWED	SEARCH
01	2013	0	0	PHRASCH :steal:~:steel:
02	3570	0	0	:head:
03	27	16	11	1&2
04	312	0	0	PHONSCH steelhead^steelheads^steel head^steel heads
05	956757	0	0	PHRASCH 028/cc
06	122	0	0	PHRASCH 4&5
07	65	0	0	PHRASCH 6~dead/ld
08	59	58	1	PHRASCH 7~3
09	21873	0	0	PHRASCH golf:/gs
10	82	0	0	PHRASCH 2&9
11	50	50	0	PHRASCH 10~dead/ld

TERMINAL SESSION STARTED 06/12/98 5:09 P.M. (EASTERN TIME)
TERMINAL SESSION FINISHED 06/12/98 5:26 P.M. (EASTERN TIME)
ELAPSED TIME THIS SESSION 0 HRS AND 17 MIN

Int. Cl.: 28

Prior U.S. Cls.: 22, 23, 38 and 50

United States Patent and Trademark Office

Reg. No. 2,644,883

Registered Nov. 5, 2002

**TRADEMARK
PRINCIPAL REGISTER**

STEELHEAD

CALLAWAY GOLF COMPANY (DELAWARE
CORPORATION)
2285 RUTHERFORD ROAD
CARLSBAD, CA 92008 , BY MERGER CALLAWAY
GOLF COMPANY (CALIFORNIA CORPORA-
TION) CARLSBAD, CA 920088815

FIRST USE 8-12-1998; IN COMMERCE 8-12-1998.

SEC. 2(F).

SER. NO. 75-389,003, FILED 11-12-1997.

FOR: GOLF CLUBS AND GOLF CLUB HEAD
COVERS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

JEFFERY COWARD, EXAMINING ATTORNEY

Int. Cl.: 28

Prior U.S. Cls.: 22, 23, 38 and 50

Reg. No. 2,644,883

United States Patent and Trademark Office

Registered Nov. 5, 2002

**TRADEMARK
PRINCIPAL REGISTER**

STEELHEAD

CALLAWAY GOLF COMPANY (DELAWARE
CORPORATION)
2285 RUTHERFORD ROAD
CARLSBAD, CA 92008 , BY MERGER CALLAWAY
GOLF COMPANY (CALIFORNIA CORPORA-
TION) CARLSBAD, CA 920088815

FIRST USE 8-12-1998; IN COMMERCE 8-12-1998.

SEC. 2(F).

SER. NO. 75-389,003, FILED 11-12-1997.

FOR: GOLF CLUBS AND GOLF CLUB HEAD
COVERS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50).

JEFFERY COWARD, EXAMINING ATTORNEY

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: CALLAWAY GOLF COMPANY	)	Examiner: Jeffrey C. Coward
	)	
Trademark: STEELHEAD	)	Law Office: 106
	)	
Serial No.: 75/389,003	)	Due Date: None
	)	
Filed: 11/12/97	)	Docket No.: TM3029

CALLAWAY GOLF COMPANY'S FORMAL REQUEST TO HAVE
"STEELHEAD" TRADEMARK APPLICATION PROCEED TO
REGISTRATION

Callaway Golf Company hereby files this, their formal request for a Notice of Allowance of their trademark application for "Steelhead" currently pending in the United States Patent and Trademark Office under serial number 75/389,003.

The application having been published for opposition on January 8, 2002, and no opposition having been filed, Callaway Golf respectfully requests the application proceed to registration.

Respectfully Submitted,



Michael A. Catania
Callaway Golf Company
2285 Rutherford Road
Carlsbad, Ca. 92008-8815
(760) 930-8493- Phone
(760) 930-5019- Facsimile
MikeCa@CallawayGolf.com- Email

CERTIFICATE OF MAILING/TRANSMISSION (37 C.F.R. § 1.8(a))

I hereby certify that this paper (along with any referred to as being attached or enclosed) is being deposited with the United States Patent and Trademark Office, 2900 Crystal Drive, Arlington, Va. 22202-3513, via US Express Mail EL396515269US on the date shown below.

10/25/02

Date of Deposit



Tina Castellanos

EV 026158859

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of U.S. Tm. App. No. 75/389,003
Mark: STEELHEAD
Filing date: November 12, 1997
Publication Date: January 8, 2002
Attorney Docket No. WI23-502

Wide World of Golf, Inc.,	)	
	)	Opposition No.
Opposer,	)	
	)	THIRD AND STIPULATED
v.	)	REQUEST FOR EXTENSION
	)	OF TIME TO FILE NOTICE OF
Callaway Golf Company,	)	OPPOSITION
	)	
Applicant.	)	

3
199-2 AM 6:13

To: Box TTAB No Fee
Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513

Wide World of Golf, Inc., a corporation having its principal place of business at 4921 North Division, Spokane, Washington 99205, by and through its attorneys, hereby requests the Board grant a thirty (30)-day extension of time to file a Notice of Opposition in the above-identified matter. 5-8-02

✓ The extension is necessary in order for Wide World of Golf, Inc. to investigate and evaluate the necessity of filing a Notice of Opposition.

This Third Request for Extension of Time has been agreed to telephonically by Michael A. Catania, the attorney representing the applicant, Callaway Golf Company, on

Monday, March 25, 2002. A 30-day extension of time has been agreed between the parties. Applicant is being contemporaneously served with a copy of this Request for Extension, as required by the rules.

This Request is being submitted in triplicate as required by 37 C.F.R. §2.102(d).

Dated this 26th day of March, 2002.

Respectfully submitted,



Mark W. Hendricksen, Reg. No. 32,356
WELLS ST. JOHN P.S.
601 West First Avenue, Suite 1300
Spokane, WA 99201-3828
Telephone 509/624-4276
Telefax 509/838-3424

Attorneys for Potential Opposer

CERTIFICATE OF SERVICE

I hereby certify that the original and two copies of the foregoing Third and Stipulated Request for Extension of Time to File a Notice of Opposition are being deposited with the U.S. Postal Service as Express Mail on the below-indicated date, addressed to:

Box TTAB No Fee
Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513

Express Mail No. EV026158859

and a true and correct copy of the foregoing Third and Stipulated Request for Extension of Time to File a Notice of Opposition is being deposited with the U.S. Postal Service as Express Mail on the below-indicated date, addressed to:

Michael A. Catania
2285 Rutherford Road
Carlsbad, CA 92008

Express Mail No. EV026158862

Date: 3/26/02

By: Jane E. Boone
Jane E. Boone

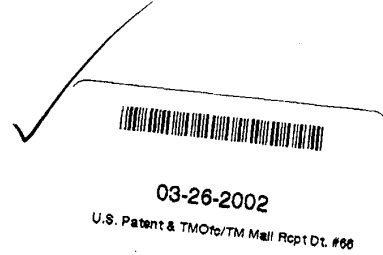
TTAB

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

In the Matter of U.S. Tm. App. No. 75/389,003
Filing date: November 12, 1997
Attorney Docket No. WI23-502

EV026158859

To: Box TTAB No Fee
Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513



From: Wells St. John P.S.
601 West First Avenue, Suite 1300
Spokane, WA 99201-3828
Phone 509/624-4276
Fax 509/838-3424

Enclosed are:

1. Return Postcard Receipt
2. Transmittal Letter
3. Third and Stipulated Request for Extension of Time to File Notice of Opposition (original plus 2 copies)

Deposit Account Authorization: The Commissioner is hereby authorized to charge payment of any applicable fees to Deposit Account No. 23-0925.

Date: March 26, 2002

By: Mark W. Hendricksen
Mark W. Hendricksen
Reg. No. 32,356

SA

TRAD

08-11-1999

Tab settings → → → ▼ ▼



To the Honorable Commissioner of Patents and Trademarks

Final documents or copy thereof.

1. Name of conveying party(ies):

CALLAWAY GOLF COMPANY
2285 RUTHERFORD ROAD
CARLSBAD, CALIFORNIA 92008-8815

101114076

Receiving party(ies):

Name: **CALLAWAY GOLF COMPANY**

Internal Address: _____

Street Address: **2285 RUTHERFORD ROAD**

City: **CARLSBAD** State: **CA** ZIP: **92008**

- ☐ Individual(s) ☐ Association
☐ General Partnership ☐ Limited Partnership
☒ Corporation-State **CALIFORNIA**
☐ Other _____

Additional names(s) of conveying party(ies) ☐ Yes ☒ No

3. Nature of conveyance:

- ☐ Assignment ☒ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: **JULY 1, 1999**

- ☐ Individual(s) citizenship _____
☐ Association _____
☐ General Partnership _____
☐ Limited Partnership _____
☒ Corporation-State **DELAWARE**
☐ Other _____

If assignee is not domiciled in the United States, a domestic designation is ☐ Yes ☒ N
(Designations must be a separate document from
Additional name(s) & address(es) ☐ Yes ☒ N

4. Application number(s) or registration numbers(s):

A. Trademark Application No.(s)

**PLEASE
SEE LIST**

B. Trademark f

**PLEASE
SEE LIST**

08-03-1999

U.S. Patent & TMO/c/TM Mail Rcpt Dt. #70

Additional numbers

☐ Yes ☐ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: **MICHAEL A. CATANIA**

Internal Address: **CALLAWAY GOLF COMPANY**

Street Address: **2285 RUTHERFORD ROAD**

City: **CARLSBAD** State: **CA** ZIP: **92008**

6. Total number of applications and registrations involved:.....

134

7. Total fee (37 CFR 3.41):.....\$ **\$3,365.00**

- ☐ Enclosed
☒ Authorized to be charged to deposit account

8. Deposit account number:

50-0303

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08/10/1999 NTHAI1 00000029 500303 75741327

01 FC:481 40.00 CH
02 FC:482 3325.00 CH

9. Statement and Signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

MICHAEL A. CATANIA

Name of Person Signing

Signature

JULY 30, 1999

Date

Total number of pages including cover sheet, attachments, and

4

App Reg No	1302835	1918107	2124010	2225803
75/741327	1310230	1918108	2143420	2228435
75/734678	1313608	1922181	2144571	2234071
75/731492	1326177	1932270	2146376	2236221
75/731491	1374905	1932282	2146395	2239728
75/731490	1376015	1933211	2146408	2239854
75/731489	1377379	1943259	2146441	2242061
75/718439	1431312	1947849	2151439	2242782
75/718389	1431331	1959504	2151440	2249913
75/706331	1506114	1982951	2159655	2251859
75/705,803	1524605	1987183	2160157	2257788
75/703434	1627344	1991571	2160405	
75/638186	1643727	1996083	2160406	
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