



January 8, 2004

- 2004 Equipment Outlook

- Callaway Golf Balls



## - 2004 Equipment Outlook

### Drivers/Fairway Woods

Several new drivers will hit the market this year with the size finally maxing out at the 460 cc limit imposed by the USGA. Most manufacturers will have offering that range any where from 360 – 460 cc. As in 2003, we will also see the continuance of higher quality shafts being offered as standard as opposed to custom options of the past. The emergence of several multi-material designs will be introduced led by Callaway's ERC and Mizuno's MP-001 drivers. The utility hybrid design fairway wood this year becomes a permanent part of the golf industry with offerings available for all handicap levels.

### Irons

The iron category will feature the introduction of several new sets of mixed traditional and hybrid utility irons. Sets will emerge targeted toward specific handicap levels. Easy to hit game improvement irons will be plenty. Callaway will integrate the Ben Hogan brand forged irons into their lineup as their player offering.

### Wedges

As in 2003, there will not much new in this growing category. A couple of new manufacturers will appear but will have a hard time gaining any category share on the leaders, Cleveland and Titleist.

### Putters

This category will be dominated by the unconventional designs we have seen over the past year or two. The new designs come in a variety of shapes and materials placing a premium on engineering principles, unique visual aids, and optimal weight placement, all geared toward improved performance. Never Compromise introduces its first putter since being acquired by Cleveland Golf.

### Golf Balls

As usual, an abundance of new golf balls will be introduced this year. The Titleist line will remain basically unchanged. Callaway will revamp their entire lineup. The streamlining that started last year by the manufacturers will continue.

### Other

Manufacturers will begin to look to innovative technology to give them an edge in their product offerings. Optimized shafts targeted toward specific swing characteristics will be emphasized. Look for local company Balance-Certified Golf to have a big year with their counter weighting system.

**- Callaway Golf Balls**

Callaway Golf continues its revamping of their golf ball lineup with the introduction of the **Big Bertha** golf balls. The Big Bertha golf balls are two-piece design featuring Callaway's patented HEX dimples. The dimples are design to reduce drag at the ball's takeoff and increase lift near the end of the ball's flight for increased distance. The new golf balls have relatively soft and lively low-compression cores. They will feature Callaway's Old English Callaway Golf logo and chevron. The Big Bertha line comes in two models: The Big Bertha Red golf ball is a soft-feel distance ball, designed with a cover and core composition calibrated for more distance while still delivering responsive feel; the Big Bertha Blue golf ball is a combination of distance feel and spin, with higher compression and a softer cover fine-tuned to deliver complete performance. Suggested Retail Price is set at \$25 per dozen.



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