

TUNE UP YOUR GAME

REWARDS PROGRAM MAIL-IN CLAIM FORM

Promotion Period: July 13, 2007 - October 12, 2007. Promotion available in the United States Only (excluding Puerto Rico). Valid for new purchases of Callaway Golf® brand Qualified Products (as defined on reverse) from authorized U.S. retailers. See reverse or visit www.callawaygolf.com/tuneupyourgame for additional details.



A better game by design.

**Participants may claim only one Reward per Official Claim Form.
Check only one box below (multiple checks will invalidate this Claim Form).**

- \$25 iTunes® GIFT CARD** for Qualified Product purchase(s) of \$300.00 - \$599.99
- \$50 iTunes® GIFT CARD** for Qualified Product purchase(s) of \$600.00 - \$999.99
- iPod® shuffle (SILVER) IGB** for Qualified Product purchase(s) of \$1,000.00 - \$1,499.99
- iPod® (WHITE) 30GB** for Qualified Product purchase(s) of \$1,500.00 or more

Note: Tax does not count toward purchase price.

Please print. Incomplete information will invalidate this Claim Form.

Name _____

Address (no PO Boxes) _____

City _____ State _____ Zip _____

Daytime Phone _____

Evening Phone _____

Date of Birth (month/day/year) _____

E-mail Address _____

Check here to receive Callaway Golf e-newsletters to learn about exciting product information, special offers, promotions, tour news, and more!

Retailer where Qualified Product purchase(s) made:

Store Name _____

City _____ State _____

- INSTRUCTIONS:

(all capitalized terms defined on reverse)

1. See reverse for Official Rules/Terms and Conditions.
2. Complete this Claim Form in full.
3. Attach **Original** Proof of Purchase Document(s) to Claim Form.
4. Attach **Original** Bar Code(s) that correspond to Original Proof of Purchase Document(s) to Claim Form.
5. Mail completed Claim Form, Original Proof of Purchase Document(s) and Original Bar Code(s) in **ONE** envelope. Must be postmarked by **November 12, 2007** and received by **November 30, 2007**.
6. Keep copies of all submissions.
7. Allow 10-12 weeks for Reward claim processing.

- MAIL TO:

Callaway Golf Tune Up 2007
PO Box 481924
Charlotte, NC 28269

Calloway Golf Tune Up Your Game Rewards Program Official Rules / Terms and Conditions

THIS PROMOTION IS AVAILABLE IN THE UNITED STATES ONLY (EXCLUDING PUERTO RICO) AND SHALL BE CONSTRUED AND EVALUATED ACCORDING TO UNITED STATES LAW. YOU MAY NOT PARTICIPATE IN THIS PROMOTION IF YOU ARE NOT LOCATED IN THE UNITED STATES. PROMOTION BEGINS AT 12:01 A.M. (PACIFIC TIME) ON JULY 13, 2007 AND ENDS AT 11:59 P.M. (PACIFIC TIME) ON OCTOBER 12, 2007 ("PROMOTION PERIOD"). VOID WHERE PROHIBITED. WHILE SUPPLIES LAST.

The following terms and conditions ("Official Rules") govern this "Calloway Golf Tune Up Your Game Rewards Program" (the "Promotion"):

TO PARTICIPATE: Follow the steps below to participate in the Promotion and claim your Reward:

1. During the Promotion Period, purchase new Calloway Golf® brand Qualified Product (as defined below) from an authorized U.S. Calloway Golf retailer ("Authorized Retailer"), including www.Shop.CallowayGolf.com, in a purchase amount set forth below to receive the applicable Reward. **For a complete list of authorized retailers, go to www.callowaygolf.com.** Purchases made from anyone other than an Authorized Retailer will not qualify, including but not limited to purchases made from online auction sites, non-U.S. retailers or retailers not listed on www.callowaygolf.com. Purchases made from www.callowaygolfpreowned.com, www.callowaygolfpreowned.com/outlet, or via Calloway Golf Shopping Spree, VIP or Gift Card websites are also excluded from this Promotion.

Qualified Product: This Promotion applies only to the purchase of new Calloway Golf® brand golf clubs, golf balls, footwear, golf bags, golf gloves and the qualified accessories listed below (collectively, "Qualified Product"). Qualified accessories include Calloway Golf brand umbrellas, caps, ball markers and divot tools. "Qualified Product" excludes Calloway Golf apparel, timepieces, rangefinders, eyewear/sunglasses, luggage, and any non-Calloway Golf branded products including those from Top-Flite®, Ben Hogan®, and/or Odyssey Golf®. "Qualified Product" also **excludes** any item that does not contain an original factory UPC Bar Code ("Original Bar Code"), and any back-ordered, special ordered, or custom ordered products that are purchased but not delivered prior to the expiration of the Promotion Period. This Promotion applies to Qualified Products purchased from and Authorized Retailer for consumer end-use only and not to products purchased for re-sale.

| Purchase Amount of Qualified Product as verified by Original Proof of Purchase Document (U.S. Dollars) | Reward*: |
|--|---------------------------|
| \$300.00 through \$599.99 | \$25.00 iTunes gift card |
| \$600.00 through \$999.99 | \$50.00 iTunes gift card |
| \$1,000.00 through \$1,499.99 | iPod Shuffle 1GB (silver) |
| \$1,500.00 or more | iPod 30GB (white) |

*Limit one Reward per Completed Redemption Request (as defined below).

2. Obtain your **original** cash register receipt or packing slip (from online purchases) for the purchase of your Qualified Product (collectively "Original Proof of Purchase Document"). Original Proof of Purchase Document must verify that purchase of Qualified Product was made during the Promotion Period. You must obtain the actual price paid for the Qualified Product. Only an Original Proof of Purchase Document from an Authorized Retailer will be honored; duplicates, photocopies, handwritten, altered or incomplete documents and the like will not be accepted.
3. Carefully remove the Original Bar Code from your Qualified Product purchases. Only the Original Bar Code from the actual Qualified Product purchased will be accepted; incomplete, photocopied, illegible or unreared UPC bar code labels will not be accepted.
4. Fully complete the official claim form ("Claim Form") (available at participating authorized retailers or download online at www.callowaygolf.com/tuneupyourgame) and select the Reward that is applicable to your purchase amount. **Note that total purchase amount must meet or exceed required purchase level before tax to qualify for a Reward.**
5. On or before November 12, 2007, mail (in one envelope) the completed Claim Form, along with your Original Proof of Purchase Document, and the Original Bar Code for each Qualified Product (collectively, a "Completed Redemption Request") to:

Calloway Golf Tune Up 2007
PO Box 481924
Charlotte, NC 28269

All Completed Redemption Requests must be postmarked by November 12, 2007 and must be received by November 30, 2007. Only one Reward will be granted per each Completed Redemption Request. You must submit a separate Completed Redemption Request for each Reward you wish to receive (and each separate Completed Redemption Request must consist of a completed Claim Form, an Original Proof of Purchase Document and the Original Bar Code for each Qualified Product).

6. Upon certification by Sponsor or its Agents that the Completed Redemption Request meets all the requirements of these Official Rules, a Reward commensurate with the purchase amount will be sent to Promotion participant. Sponsor reserves the right to verify the validity of all claims and to disqualify any Promotion participant for submitting a claim that is not in accordance with these Official Rules, or for tampering in any way with the redemption process.

General Terms and Conditions: Incomplete, illegible, undeliverable and non-U.S. claims will not be honored. Calloway Golf is not responsible for late, lost, damaged illegible or incomplete redemption requests, nor is it responsible for any computer or Internet errors which might prevent claimant from printing an official Claim Form. Purchases made outside the Promotion Period are not eligible. Purchase date is determined by date printed on Original Proof of Purchase Document. This offer does not apply to used or pre-owned Calloway Golf products, including purchases made through Calloway Golf Pre-owned, or to Calloway Golf products obtained through corporate or affiliate programs, loyalty programs, employee purchase programs, the American Express Membership Rewards® program or similar points programs. Omission of any necessary information in a Completed Redemption Request will result in a postcard notification of ineligibility ("ineligibility Notice") by Calloway Golf's Agent and will require re-submission of a Completed Redemption Request postmarked within 15 days of the date of the ineligibility Notice.

Allow 10-12 weeks for Reward claim processing. If you have not received your Reward within 12 weeks of November 30, 2007, you may send an inquiry to: Reward Inquiry - Calloway Golf Tune Up, PO Box 481925, Charlotte, NC 28269 or call 866-685-7102 (Monday – Friday 10am – 3pm). Rewards are received by a third party fulfillment company.

To the fullest extent allowed by law, by entering this Promotion, all participants consent to Calloway Golf's collection, use and disclosure of personal information to a third party for the purposes of administering the Promotion and, unless otherwise specified, for consumer research and marketing purposes. To the extent permitted by law, upon submission of a Completed Redemption Request, each participant agrees to Calloway Golf's use of his/her personal information, as described in its Privacy Policy located at: www.callowaygolf.com/en/gc/PrivacyPolicy.html and its Legal Statement located at www.callowaygolf.com/en/gc/PrivacyPolicy/LegalStatement.

By accepting a Reward, the Promotion participant releases Calloway Golf, its subsidiaries, parent and affiliates, its advertising and promotion agencies, and the respective shareholders, directors, officers, distributors, employees and agencies of all such entities, from all liability arising from or in connection with the acceptance, possession, or use/misuse of a Reward. Promotion participants acknowledge that neither Calloway Golf nor its agents have made or are in any manner responsible or liable for any representation, guarantee or warranty, expressed or implied, in fact or in law, relative to any Reward awarded herein, including, but not limited to, its quality, mechanical condition or fitness for a particular purpose. Calloway Golf is not responsible for products, services or claims made by Apple.

Eligibility: This Promotion is open only to legal U.S. residents. Void where prohibited. Only actual purchasers of Calloway Golf brand Qualified Product may participate in this Promotion. Offer not valid for groups, clubs or organizations. Employees of Calloway Golf Sales Company and its subsidiaries, affiliates, parent company, retail locations, suppliers, distributors, advertising, promotion or any other agencies or entities involved with this Promotion and members of their families (parents, siblings, children, and their respective spouses) and/or those residing in the same household (whether related or not) of each of the above are not eligible to participate in this Promotion or receive a Reward.

Handling of Submissions: An individual may claim multiple Rewards using separate Completed Redemption Requests during the Promotion Period; however, each and every Completed Redemption Request submitted must include a separately completed Claim Form, unique Original Proof of Purchase Documents and Original Bar Codes for the Qualified Products purchased. Individuals may collect and combine Original Proof of Purchase Documents during the Promotion Period in order to qualify for a Reward; however, only one Reward will be issued per Completed Redemption Request (Claim Form, one or more Original Proof of Purchase Documents and Original Bar Codes for each Qualified Product). Once an Original Proof of Purchase Document is submitted by mail as part of a Completed Redemption Request, the individual may not add or subtract receipts from his/her submission. Original Proof of Purchase Documents from multiple Completed Redemption Requests submitted by the same person will be considered individually as separate submissions and will not be saved, collected or aggregated by Calloway Golf or its Agent.

Promotion terms, conditions and Rewards are subject to change. If any Reward specified herein becomes unavailable for any reason, Calloway Golf reserves the right to substitute a Reward of equal or greater value at its own discretion. Keep copies of all submitted materials because all submissions become the property of Calloway Golf and will not be returned. Attempting to claim Rewards by using fraudulent submission(s) could result in federal prosecution under mail fraud statutes (Title 18, USC Sections 1341 & 1342). Calloway Golf reserves the right to substantiate Claim Forms and request additional identification and/or documentation. Rewards paid on Qualified Products subsequently returned to a retailer are subject to recclamation by Calloway Golf or its agent. This Promotion is void where taxed, restricted or prohibited by law. The Completed Redemption Request has no cash value. If, in Calloway Golf's opinion, there is any suspected or actual evidence of tampering with any portion of this Promotion, or if technical difficulties compromise any portion of the Promotion or the integrity of the Promotion, Calloway Golf reserves the right to suspend, modify or terminate the Promotion.

Taxes and duties (where applicable) are the sole responsibility of the Promotion participant. All expenses not specified herein, including, but not limited to local, state, or federal taxes on the Reward, are the sole responsibility of the Promotion participant. Entry in this Promotion is subject to entrant's agreement to pay all applicable taxes and comply with all laws.

This Promotion is governed by the laws of the State of California for the resolution of all claims and disputes. If any part of these Official Rules is deemed to be invalid or otherwise unenforceable or illegal, the balance of the Official Rules shall remain in effect and shall be construed in accordance with its terms as if the invalid or illegal provision were not contained therein.

iTunes gift cards are redeemable only in the U.S. iTunes Store. To redeem the gift card code or transfer music to an iPod, the customer must have an iTunes account (subject to prior acceptance of license and usage terms). To open an account, user must reside in the U.S. and be above the age of 13. iTunes 6.0 or later (7.0 or later may apply for video), compatible hardware and software, and Internet access (fees may apply) are required. Not for resale. For full terms, see www.apple.com/support/itunes/legal/giftalliances.html. For more information, see www.apple.com/support/musicstore.

Sponsor: This Promotion is offered by Calloway Golf Sales Company, 2180 Rutherford Road, Carlsbad, CA 92008.

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