

CALLAWAY GOLF GAS GIVEAWAY



Rebate Form Offer Valid 5/15/08 - 7/15/08

Offer valid for specific Callaway Golf drivers purchased new at Authorized U.S. retailers.

The following Callaway Golf Drivers are eligible for this promotion:

- Buy FT-i, FT-i Tour LCG or an FT-i with I-MIX Technology Driver and get a \$100 Card Value
- Buy FT-5, or FT-5 Tour or an FT-5 with I-MIX Technology Driver and get a \$75 Card Value
- Buy Hyper X or Hyper X Tour Driver and get a \$50 Card Value

Limit 1 Gas Card per person. Maximum of 5 Gas Cards per household. Gas card to be sent by mail.

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) _____

Pre-Registration Online ID (if applicable) _____

E-mail Address (optional) _____

- 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 _____

Address _____

City _____ State _____ Zip _____

Phone _____

✓ INSTRUCTIONS:

(see reverse for more details)

1. Complete this Rebate Form in full
2. Attach Original Receipt to Rebate Form. Cash register printed duplicates and photocopies will NOT be accepted.
3. On a separate piece of paper, attach your Original Bar Code(s) that correspond to your original receipt.
4. Write in your serial number for the qualifying driver purchased next to the corresponding UPC code.
5. Make a photo copy of your submission for your records
6. Review the official rules at www.callawaygolf.com/gascard to be sure that your submission is valid.
7. To get your rebate faster, pre-register your purchase at www.callawaygolf.com/gascard
8. Mail completed Rebate Form, Original Proof of Purchase Document(s), serial number and Original Bar Codes in one envelope. Must be postmarked by July 31, 2008 and received by August 12, 2008.
9. Allow 10-12 weeks for claim processing

MAIL TO:

Callaway Golf Gas Giveaway
PO Box 481925, Charlotte, NC 28269

Callaway Golf - Gas Giveaway - Rebate Program

Abbreviated 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. VOID WHERE PROHIBITED. REWARDS OFFER VALID WHILE SUPPLIES LAST. SEE ("OFFICIAL RULES") AT WWW.CALLAWAYGOLF.COM/GASCARD.

PROMOTION BEGINS AT 12:01 A.M. (PACIFIC TIME) ON MAY 15, 2008 AND ENDS AT 11:59 P.M. (PACIFIC TIME) ON JULY 15, 2008 ("PROMOTION PERIOD").

The following abbreviated terms and conditions ("Abbreviated Rules") govern this Promotion:

TO PARTICIPATE IN THE FILL IT UP REBATE PROGRAM: Follow the steps below to participate in the Promotion and claim your Reward (as defined below):

1) From May 15, 2008 – July 15, 2008, purchase new Callaway Golf® brand Qualified Product(s) (as defined below) from a Participating Authorized Retailer ("Participating Authorized Retailer"), including www.Shop.CallawayGolf.com, within a purchase amount range set forth below to receive the applicable Reward. (For a complete list of authorized retailers, go to www.callawaygolf.com.) A qualifying purchase may also be made by redeeming American Express Membership Rewards® points for Qualified Products, provided the points are redeemed and the products are received within the Promotion Period. Purchases made from anyone other than a Participating 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.callawaygolf.com. Purchases made from www.callawaygolfpreowned.com, www.callawaygolfpreowned.com/outlet, or via Callaway Golf Shopping Sacs, VIP or Gift Card websites are also excluded from this Promotion.

Qualified Product: The Rewards Program applies only to the purchase of the following new Callaway Golf® brand drivers: FT-5®, FT-5 Tour, FT-5®, FT-4 Tour, LCG, FT-1 and FT-5 Drivers with I-MIX Technology, Hyper X™ and Hyper X Drivers (collectively, "Qualified Product").

Excluded Product: all products and merchandise not specifically defined above, including but not limited to Callaway Golf Big Bertha drivers, fairway woods, Squawramy™ woods, hybrids, irons, golf balls, footwear, golf bags, golf gloves, umbrellas, caps, ball markers, divot tools, apparel, timepieces, rangefinders, eyewear/sunglasses, luggage, and any non-Callaway Golf branded products including those from Top-Flite®, Ben Hogan®, and/or Mysse®. "Qualified Product" also excludes any item that does not contain an original factory UPC Bar Code ("Original Bar Code") unless properly verified by a Participating Authorized Retailer. Any back-ordered, special ordered, or custom ordered drivers that are purchased within the Promotion Period must also be delivered to the consumer prior to the expiration of the Promotion Period. This Reward Program applies to Qualified Products purchased from Participating Authorized Retailers for consumer end-use only and not to products purchased for re-sale or promotional/charity/tourment or other group events.

Purchase Product as verified by Original Proof of Purchase Document and Serial Number	American Express Fill It Up® Card Reward (US Dollar Value)*:
Hyper X™ or Hyper X Tour Driver	50 Point Prepaid Card (\$50 value)
FT-5®, FT-5 Tour or FT-5 Drivers with I-MIX Technology	75 Point Prepaid Card (\$75 value)
FT-1®, FT-1 Tour LCG or FT-1 Drivers with I-MIX Technology	100 Point Prepaid Card (\$100 value)

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

2) Obtain your original cash register receipt (or packing slip from online purchases or reward redemption receipt for American Express Membership Rewards transactions) 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. Only an Original Proof of Purchase Document from a Participating Authorized Retailer will be honored; duplicates (even if printed by the Participating Authorized Retailer), photocopies, handwritten, altered or incomplete documents and the like will not be accepted. Please keep a photocopy of the receipt for your records.

3) Carefully remove the Original Bar Code (also referred to as a UPC 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 unreadable UPC bar code labels will not be accepted. Qualified Products without Original Bar Codes may also be eligible provided that the Participating Authorized Retailer completely fills out and signs a Supplemental Purchase Certification Form. This form will be independently verified. Submittal of Supplemental Purchase Certificate Form may delay redemption of Rewards as it is independently verified.

4) Pre-register your Official Claim form at www.callawaygolf.com/gascard where you must enter all of the required information to pre-qualify for a reward. Then print your online form or fully complete a hard copy of the Official Claim Form ("Claim Form") (available at Participating Authorized Retailers, download online at www.callawaygolf.com/gascard), write in your pre-registration online ID (supplied to you online), as well as the serial number on the driver head, and select the Reward that is applicable to the driver(s) you purchased.

- To claim a Reward, mail (in one envelope) on or before July 31, 2008 the following:
 - A completed Claim Form
 - Original Proof of Purchase Document
 - Original Bar Code for each Qualified Product with corresponding unique Serial Number from driver head written next to bar code.

Collectively these elements comprise a "Completed Redemption Request". To claim a Reward the Completed Redemption Request must be mailed in one envelope to:

Callaway Golf –Gas Giveaway • PO Box 481925 • Charlotte, NC 28269

All Completed Redemption Requests must be postmarked by July 31, 2008 and must be received by August 12, 2008. Each separate Completed Redemption Request must consist of a completed Claim Form with driver serial number(s), an Original Proof of Purchase Document(s) and either the Original Bar Code for each Qualified Product or a signed Supplemental Purchase Certification Form. Once an Original Proof of Purchase Document is submitted by mail (or online) as part of the 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 Callaway Golf or its Agent.

Incomplete, illegible, undeliverable and non-U.S. claims will not be honored (including U.S. Military without a U.S. address). Sponsor is not responsible for late, lost, damaged illegible or incomplete Claimed Redemption Requests, nor is it responsible for any computer or Internet errors which might prevent claimant from printing a 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 Callaway Golf products, including purchases made through Callaway Golf Pre-owned, or to Callaway Golf products obtained through corporate or affiliate programs, loyalty programs, employee purchase programs or points programs (not including American Express Membership Rewards). This offer may be combined with Callaway Golf Trade In Trade Up program provided the rules for both programs are followed completely. Omission of any necessary information in a Completed Redemption Request will result in a postcard notification of ineligibility ("Ineligibility Notice") by Callaway Golf's Agent and will require re-submission of a Completed Redemption Request postmarked within 7 days of the date of the Ineligibility Notice.

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 will be sent to the Promotion participant. Rewards returned to the Sponsor as "undeliverable" based on the address provided by the participant, will not be resent. 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 the Official Rules, or for tampering in any way with the redemption process.

7) Allow 10-12 weeks for Reward claim processing. If you have not received your Reward within by October 10, 2008, you have two options to make an inquiry:

- By mail: Reward Inquiry – Callaway Golf - Gas Giveaway PO Box 481924, Charlotte, NC 28269
- By phone: 866-685-7012 (Monday – Friday 10am – 3pm).

Rewards are processed by a third party fulfillment company.

8) Gas Card Terms: Gas Card will be issued in the name on the rebate form. Card can be used at virtually any gasoline merchant that welcomes American Express® Cards in the U.S. Card valid for 6 months; unused points will be forfeited the first day after the valid thru date. Subject to applicable law, Usage restrictions and guidelines apply. Card cannot be redeemed for cash and is not transferable. The card is point based with 1 point = \$1 in purchasing power. Card terms and conditions apply. See www.rewardearner.com/fillitup for further details.

9) Questions regarding the use of or problems with any American Express Fill It Up Card will be handled 24/7 by American Express Incentive Services customer service center at 1-888-900-2347. Up-to-date point balance, 90-day transaction summary and other information about your card are available at www.rewardearner.com/fillitup.

10) To the fullest extent allowed by law, by accepting a Reward, the Promotion participant releases Callaway Golf Sales Company, its subsidiaries, parent and affiliates, its advertising and promotion agencies, the Administrator and the respective shareholders, directors, officers, distributors, employees and agencies of all such entities (collectively, the "Promotion Parties"), from all liability arising from or in connection with the acceptance, possession, or use/misuse of a Reward. Promotion participants acknowledge that none of the Promotion Parties have been 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 or fitness for a particular purpose. Callaway Golf is not responsible service claims made by American Express Incentive Services.

11) Rebates Program terms and conditions and Rebates are subject to change. If any Rebate specified herein becomes unavailable for any reason, Callaway Golf reserves the right to substitute a Rebate of equal or greater value at its own discretion. Keep copies of all submitted materials because all submissions become the property of Callaway Golf and will not be returned. Attempting to claim Rebates by using fraudulent submission(s) could result in federal prosecution under mail fraud statutes (Title 18, USC Sections 1341 & 1342). Callaway Golf reserves the right to substitute Claim Forms and request additional identification and/or documentation. Rebates paid on Qualified Products subsequently returned to a retailer are subject to reclamation by Callaway Golf or its agent. The Completed Redemption Request has no cash value.

GENERAL TERMS AND CONDITIONS FOR PROMOTION: By participating in this Promotion, each participant agrees to the following additional terms and conditions:

12) Excluded Parties: Employees of Callaway 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 (parent, 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.

13) Taxes: Taxes and duties (where applicable) are the sole responsibility of the Promotion participants. All expenses not specified herein, including, but not limited to local, state, or federal taxes, are the sole responsibility of the Promotion participant. Participation in this Promotion constitutes each participant's agreement to pay all applicable taxes and comply with all laws.

14) To the extent of a conflict between the terms of these Abbreviated Rules and the Official Rules, the Official Rules shall apply and control.

15) Sponsor: This Promotion is offered by Callaway Golf Sales Company, 2180 Rutherford Road, Carlsbad, CA 92008. Sweepstakes is administered by Retail Sports Marketing, Inc. ("Administrator"), Charlotte, NC.

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