

# FACE CUP FACE OFF

## Welcome To The Face Cup Face Off

At Callaway Golf, we're proud to be the #1 Irons in Golf, and we're ready to take on all challengers with our new Face Cup Face Off. The objective is simple – we want golfers to put their irons head-to-head against our irons that have the 360 Face Cup.

Why are we so confident? Because our industry-leading 360 Face Cup has been proven to help golfers add ball speed that leads to game-changing distance in our XR OS, XR, XR Pro, Apex CF 16 and Big Bertha Irons. It's the same technology that makes our fairway woods and hybrids so long and forgiving, and it's the technology that's taken us back to #1 in the iron category. We're confident that players will add a lot of distance when they take the challenge.



And to give golfers even more incentive, we're offering 50% trade-in value on their current irons that they can use toward the purchase of a new set of Callaway Irons with our 360 Face Cup. Golfers can also enter to win the Ultimate Face Cup Face Off at Petco Park, where they'll win a grand prize trip for 2 to play The Links at Petco this November. All we want is for players to get our 360 Face Cup Irons in their hands, and see what all that ball speed and distance can do for them.

We're excited to get the challenge underway, and we hope that you're excited to introduce and execute this program with your customers. We hope that this program is a huge success for you in the weeks and months to come. That's all for now. We'll check in soon.

**Callaway Retail Marketing Team**

(See back for more information)



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