



WOMEN'S GOLF DAY



Women's Golf Day Celebrates With Callaway and Topgolf At The New York Stock Exchange Opening Bell On May 25th

CARLSBAD, Calif., May 21, 2021 – Women's Golf Day, Callaway Golf Company (NYSE: ELY) and Topgolf are proud to announce that they will join together to ring the Opening Bell at the New York Stock Exchange on Tuesday, May 25th. The bell ringing at this iconic podium will help celebrate and bring awareness to Women's Golf Day on June 1st.

Founded by Elisa Gaudet in 2016, Women's Golf Day is a unique, one-day sporting and community celebration that unites women through golf across the globe, transcending race, religion, language, geography or economic status. Held on the first Tuesday in June, this event celebrates girls and women playing golf and learning skills that last a lifetime. The welcoming atmosphere is open to new players who are experiencing golf for the first time, as well as existing female players.

This event is designed to create an environment where women and girls can build a foundation in golf by establishing a network of friends and golf professionals that will ultimately support their continuation in the game. The format offers attendees the choice between two hours of lessons or playing nine holes. In the second two hours, all the participants come together for a social activity. To date more than 900 locations in 68 countries have participated in Women's Golf Day.

Callaway is an industry leader in women's golf, and the Company has been an official sponsor of Women's Golf Day since 2020. As part of this established partnership, Callaway provides officially licensed Women's Golf Bags as part of their Capsule Collection at PGA Tour Superstore. These organizations share a number of mutual advocates, including Annika Sorenstam's Annika Foundation.

Topgolf, which officially combined with Callaway in March, has been supporting Women's Golf Day since 2018, and this year will celebrate at participating venues by offering a complimentary Topgolf Coach Ladies class with group instruction to enjoy the game. Guests who register for a complimentary Topgolf Coach Ladies class will receive 60 minutes of instruction along with a coupon for 50% off their next lesson. These classes will be tailored to all skill levels in a relaxed and social setting.

May 25th is also Women's Golf Day Palooza, a one-of-a-kind digital celebration that will connect golfers from around the world to the movers and shakers who are inspiring us all by creating opportunities for more people to engage with the sport. It's free to attend, and open to everyone – you just need to register. For more information, please visit www.womensgolfday.com and www.wgdpalooza.com.

About Women's Golf Day

Women's Golf Day (WGD) is a global movement that strives to Engage, Empower, and Support women and girls through golf. The one-day, four-hour event, has now taken place at more than 900 locations 68 countries since its inception in 2016, and has introduced thousands of new golfers to the sport. WGD is the fastest-growing female golf development initiative.

In 2020, WGD's primary hashtag, #WomensGolfDay, received more than 59 million global impressions to nearly 37 million people viewing WGD content. Women's Golf Day is unique, there is nothing like it in sports, a one-day sporting and community celebration event that unites women through golf across the globe for 24 hours straight transcending race, religion, language, geography, or economic status.

To find us online visit: www.womensgolfday.com

To follow us on social media: @womensgolfday #WomensGolfDay #WGDunites

About Callaway Golf Company

Callaway Golf Company (NYSE: ELY) is an unrivaled tech-enabled golf company delivering leading golf equipment, apparel and entertainment, with a portfolio of global brands including Callaway Golf, Topgolf, Odyssey, OGIO, TravisMathew and Jack Wolfskin. Through an unwavering commitment to innovation, Callaway manufactures and sells premium golf clubs, golf balls, golf and lifestyle bags, golf and lifestyle apparel and other accessories, and provides world-class golf entertainment experiences through Topgolf, its wholly-owned subsidiary. For more information please visit www.callawaygolf.com, www.topgolf.com, www.odysseygolf.com, www.ogio.com, www.travismathew.com, and www.jack-wolfskin.com.

About Topgolf Entertainment Group

[Topgolf Entertainment Group](#) is a technology-enabled global sports and entertainment community that connects people in meaningful ways through the experiences we create, the innovation we champion and the good that we do. What started as a simple idea to enhance the game of golf has grown into a movement where people from all walks of life connect by having fun at the intersection of technology and sports entertainment. Topgolf Entertainment Group's platforms include Topgolf venues, Topgolf Media, Topgolf International, Toptracer and Topgolf Swing Suite. Follow @topgolf on Instagram, Facebook, Twitter and LinkedIn, or visit the [Topgolf Press](#) page for the latest news.