



Callaway Golf and WWE star Trish Stratus open Canada's newest custom club fitting centre at ClubLink's DiamondBack Golf Club

- Innovative facility combines cutting-edge computer analysis with hands-on expertise -

Concord, ON, March 26, 2009 – Callaway Golf Canada's newest state-of-the-art club-fitting facility was officially opened today at ClubLink's DiamondBack Golf Club in Richmond Hill, Ontario. The facility is Callaway's newest in Canada and its second in the Greater Toronto Area, offering an unparalleled fitting experience featuring the same technology used to fit touring professionals, a simple process that can benefit golfers of every skill level.

On hand at the launch event to test the facility, become its first customer, and provide perspective on being fitted for golf clubs from another side of the sports world was Trish Stratus, WWE legend and proprietor of Stratusphere Yoga Studio in Vaughan, Ontario.

"No matter which sport you play, in my experience it's always better to use equipment that fits your body and playing style than to risk your performance – or worse, injury – with gear that just doesn't fit," said Stratus.

The Callaway Golf Performance Centre will be open seven days a week from 8 a.m. to 8 p.m. Monday to Friday and from 9 a.m. to 5 p.m. on Saturday and Sunday for golfers looking for the ultimate club-fitting experience. A joint venture between Callaway Golf and ClubLink, the Performance Centre at DiamondBack – one of 15 world-wide, with five now in Canada (Vancouver, Toronto, Montreal, Calgary, and now Richmond Hill) – combines cutting-edge computerized analysis, high-speed digital photography, and hands-on expertise of a certified club fitting golf professional

"This time of year, golfers are dreaming of warmer weather and setting foot on the course. Getting equipment in order should also be top-of-mind," said Barry Wallis, Performance Centre and Golf Education Manager at Callaway Golf Canada. "Everyone who plays – regardless of their skill level – can benefit from clubs that are built with their specifications in mind."

"ClubLink is always endeavouring to add value for our members and this is the latest example of that commitment," said Charles Lorimer, ClubLink Vice-President, Sales and Marketing. "This is another step in the evolution of our long-standing partnership with Callaway Golf Canada and an opportunity for not just ClubLink members, but all golfers to experience leading-edge fitting techniques at an outstanding ClubLink facility."

The Callaway Golf Performance Centre at DiamondBack has the ability to analyze a number of important swing factors, including: clubhead speed, ball speed, angle of attack, launch angle, ball spin rate, carry distance and total distance. All this provides a wealth of information to assist in the fitting process.

For just \$60 – with a portion of that donated to the Jennifer Ashleigh Children's Charity, mandated to improve the quality of life for chronically and seriously ill children and their families – visitors to the Callaway Golf Performance Centre receive:

- A one-hour fitting consultation
- Specs for custom golf clubs
- Golf swing analysis pamphlet
- "See Your Game" video and photos of their swing sent via email
- Two sleeves of golf balls

Golfers who are interested in a fitting session at the Callaway Golf Performance Centre at DiamondBack Golf Club can arrange referrals through their home club professionals, local retailers or call Callaway Golf Customer Care at 1-800-387-7000. Fitting sessions at other Callaway Performance Centres can be arranged through similar means. After the fitting, golfers can place an order with their home club professional or local retailer for delivery within a matter of days.

Callaway Golf in partnership with ClubLink is also pleased to announce the opening of Callaway Golf's first retail boutique store in Canada. The store will be located in the same building as the Callaway Golf Performance Center at DiamondBack Golf Club.

About Callaway Golf

Through an unwavering commitment to innovation, Callaway Golf Company creates products and services designed to make every golfer a better golfer. Callaway Golf Company manufactures and sells golf clubs and golf balls, and sells golf accessories, under the Callaway Golf®, Odyssey®, Top-Flite®, Ben Hogan® and uPro™ brands in more than 110 countries worldwide. For more information please visit www.callawaygolf.com/ca.

About ClubLink

ClubLink Corporation (TSX: LNK), founded in 1993, is Canada's largest owner and operator of member golf clubs.