



## **Callaway/Ben Hogan Performance Centre now lets you 'See Your Game®'**

**- New technology sends visual swing analysis straight to your inbox -**

**Concord, ON, February 7, 2006** – Callaway Golf Canada's state-of-the-art fitting facility has introduced a new level of technology, giving serious golfers the ultimate in swing analysis.

Entering its second year of operation, the Callaway/Ben Hogan Performance Centre now offers 'See Your Game®' technology in addition to the existing club fitting program. 'See Your Game®' provides golfers with an in-depth analysis of their golf swing, as well as a video breakdown of the swing, which is sent directly to the player via email.

"The addition of 'See Your Game®' allows us to take custom club fitting to the next level," explains Barry Wallis, Callaway Golf Canada's on-staff golf professional who conducts all fittings sessions at the Performance Centre. "This technology offers added value for golfers, who leave here with custom club specs in hand. When they get home, they have a visual of their swing waiting on their desktop."

Features of the Callaway/Ben Hogan Performance Centre include:

- 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

The Performance Centre – one of only nine in the world and located at Callaway Golf Canada's head office in Concord, ON – combines cutting-edge technology and hands-on expertise from professionals to custom fit golf clubs. The system analyzes a number of important swing factors, including: clubhead speed, ball speed, angle of attack, launch angle, ball spin rate, carry distance and total distance. This provides a wealth of information to assist in the fitting process.

Golfers who are interested in a fitting session at the Callaway/Ben Hogan Golf Performance Centre can arrange referrals through their home club professionals, local retailer or call our customer service at 1-800-387-7000. After the fitting, golfers can place an order with their home club professional or local retailer for delivery within a matter of days.

Part of the \$50 fitting fee is being donated to the Royal Canadian Golf Association's Future Links Junior Golf Program and the Jennifer Ashley Foundation.

### **About Callaway Canada**

*Through an unwavering commitment to innovation, Callaway Golf 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®, Top-Flite®, Odyssey® and Ben Hogan® brands. For more information visit [www.callawaygolf.com](http://www.callawaygolf.com).*

### **About See Your Game®**

*See Your Game® Inc. is the inventor of a revolutionary customer acquisition system that turns single points of contact into personal long-term customer relationships. The extremely cost-effective system has been a key component to the marketing success of hundreds of events across North America*



*including trade shows, shopping malls attractions, conferences, golf tournaments and promotional events staged by Fortune 500 companies, professional sports teams, small businesses, retailers, community organizations and charity groups.*

*See Your Game® Inc. is a privately held company with headquarters in Calgary and a network of agencies throughout Canada and the United States.*

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