

## ROCCO AND PHIL WANT TO PUT A FREE CALLAWAY DRIVER IN YOUR BAG:

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The US Open is coming up quickly and that also means Father's day is too. This year two golf companies are teaming together to offer consumers a chance to satisfy their passion with a promotion that ties into the outcome of the event being held at Bethpage Black.

Starting today and ending June 17, golfers who purchase one of three new Callaway drivers – the Big Bertha Diablo, FT-9 or FT-iQ – at any Golfsmith store across the country will have the purchase price of their Callaway driver fully refunded by Golfsmith if either player wins the U.S. Open.

“This event gives golfers two great chances to get their Callaway driver purchase fully refunded with two of the best golfers in the world,” said Martin Hanaka, president and CEO of Golfsmith. “Coupled with Callaway's current promotion that provides a fairway wood or hybrid for \$1 with the purchase of a new driver, there's no better time to buy than right now at Golfsmith.”

Both players should arrive at the tournament with some good memories prior to the start of it. Mediate's memorable performance throughout last year's U.S. Open at Torrey Pines is still fresh in the minds of many sports fans and will certainly be revisited by NBC when it broadcasts this year's event. The first and last time the US Open was held at Bethpage Black, Tiger Woods came out on top but Phil Mickelson finished second at this venue. “We're thrilled that Callaway's three latest and greatest drivers, as well as two of our staff professionals, are featured to generate excitement among Golfsmith's customers,” said Brian Groves, Vice President, Marketing, Callaway Golf. “With Father's Day approaching, Phil and Rocco may have more fan support than ever before at this year's U.S. Open.”

To learn more about Golfsmith's promotion with Phil Mickelson, Rocco Mediate and Callaway Golf, visit [www.golfsmith.com/usopen](http://www.golfsmith.com/usopen) . This promotion is available only in Golfsmith's U.S. stores. No purchase necessary.