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DEWAR'S® and Callaway Golf® Tee Off National Sweepstakes and Longest Drive Competitions for Charity

MIAMI-(Business Wire)-May 13, 2009 - DEWAR'S® Blended Scotch Whiskies - the leading Scotch Whisky in the United States - and Callaway Golf Company - the leading golf equipment manufacturer - announced a strategic alliance for a nationwide sweepstakes and longest drive charity competition across the U.S. where each winner will win a prize for the charity of their choice. The relationship coincides with the introduction of Callaway's Big Bertha Diablo Driver and DEWAR'S 18 Founder's Reserve.



Entries for the DEWAR'S and Callaway Golf Sweepstakes may be found anywhere DEWAR'S is sold as well as online at www.dewarsproshop.com. There are three Grand Prizes of a VIP Golf Experience, which includes roundtrip travel for the winner and one guest to the Callaway facility in Carlsbad, California, hotel accommodations, meals, custom Callaway golf clubs professionally fitted by Callaway's club fitters, a Callaway golf bag and a round of golf with Callaway-certified instructor. Ten Second Prizes of Callaway's new Big Bertha Diablo driver will also be given away.

The DEWAR'S and Callaway Golf Longest Drive Charity Competition events will take place in eight markets; Los Angeles, Las Vegas, Dallas, Chicago, New York, Boston, Atlanta and Miami. Each DEWAR'S Diablo Longest Drive Charity Competition will also include a special DEWAR'S sampling to celebrate the partnership between DEWAR'S and Callaway Golf with three golf-themed cocktails:

DEWAR'S® DIABLO COCKTAIL

The bold & spicy DEWAR'S Diablo cocktail was inspired by the Callaway Golf Big Bertha Diablo Driver.

- 1 slice of jalapeño
- 1 part simple syrup
- 1 ½ parts DEWAR'S® WHITE LABEL®
- 2 parts cranberry juice
- 1 part fresh squeezed lemon juice
- ½ part grenadine
- 1 part lemon-lime soda
- Lemon wedge

Muddle the jalapeño slice and simple syrup in a mixing glass. Fill glass with ice. Add DEWAR'S, cranberry juice, lemon juice and grenadine. Shake for 10 seconds and double-strain into a rocks glass filled with ice. Top with lemon-lime soda. Garnish with a lemon wedge.

CALLAWAY GOLF COCKTAIL

This light and crisp DEWAR'S cocktail is perfect on or off the course.

- 2 parts DEWAR'S® 12
- 1 part fresh lemon juice
- 1 part simple syrup
- 1 part ginger ale
- Lemon wedge

Combine DEWAR'S, lemon juice and simple syrup into a shaker glass filled full of ice. Shake 4-6 times and strain into a highball glass filled with ice. Top with ginger ale. Garnish with a lemon wedge.

DEWAR'S®18 "PERFECT SERVE"

The rich notes of toffee, vanilla and marzipan of DEWAR'S® 18 are best enjoyed simply, served over a single ice cube to slightly chill the whisky, releasing the aromas and highlighting its smooth, creamy finish.

To learn more about the DEWAR'S Blended Scotch Whiskies and sweepstakes, please visit www.dewars.com.

Callaway Golf Company information on the Big Bertha Diablo Drive can be viewed at www.callawaygolf.com.

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About DEWAR'S Blended Scotch Whiskies

The name of DEWAR'S is one of the most respected in the world of Scotch whisky. Founded in 1846 by John Dewar Sr., quality and innovation are fundamental to the story of DEWAR'S. DEWAR'S Blended Scotch whiskies have been awarded more than 200 medals along with awards at competitive tastings across the globe, providing a guarantee of the quality of the whisky. Today, DEWAR'S is one of the largest whisky brands in the world, and the top-selling blended Scotch whisky in the United States.

The complete DEWAR'S portfolio of blended Scotch whiskies includes: DEWAR'S White Label, first crafted in 1899 and the flagship of the DEWAR'S portfolio; DEWAR'S 12 Year-Old; DEWAR'S 18 Year-Old and DEWAR'S Signature, the ultimate expression of blended Scotch whisky. For more information on DEWAR'S, please visit www.dewars.com.

About Bacardi U.S.A., Inc.

Bacardi U.S.A., Inc. is the United States import, sales and marketing arm of one of the world's leading spirits and wine producers. The company boasts a portfolio of some of the most recognized and top-selling spirits brands in the United States including BACARDI® rum, the world's number-one selling rum; GREY GOOSE® vodka, the world-leader in super-premium vodka; DEWAR'S blended Scotch whiskies, the number-one selling blended Scotch whisky in the United States; BOMBAY SAPPHIRE® gin, the fastest-growing premium gin in the spirits industry; CAZADORES® blue agave tequila, the number-one premium tequila in the world; MARTINI & ROSSI® vermouth, the world-leader in vermouth; and other leading and emerging brands.

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About Callaway Golf

Through an unwavering commitment to innovation, Callaway Golf Company (NYSE:ELY) 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®, and Ben Hogan® brands in more than 110 countries worldwide. For more information please visit www.callawaygolf.com or shop.callawaygolf.com

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