



August 8, 2023

Mike Whan, Chief Executive Officer
United States Golf Association
77 Liberty Corner Road
Liberty Corner, NJ 07938

Martin Slumber, Chief Executive Officer
The Royal & Ancient Golf Club
St. Andrews KY 16 9JD
Scotland, United Kingdom

Dear Mike and Martin,

I'm writing today to provide you my and Topgolf Callaway's perspective on the March 14, 2023, proposal for a Model Local Rule (MLR) covering golf balls for elite competition.

Before I do so, I want to express my admiration for your organizations and appreciation for all you do for golf. As the governing bodies of golf worldwide, I know you and your organizations are working hard for what you believe is the good of the game. As I hope you know, we both appreciate what you do and are aligned on this goal. I would also like to acknowledge how thoughtful and inclusive you and your organizations have been in researching and discussing this issue openly.

I will start by saying, as we look at the data along with the state of the game, we do not see an imminent threat and would not recommend a change. In short, the game is in a great place right now, and we believe the distance that elite players achieve helps fuel interest in the game and thus can be viewed as a positive.

Having said this, we recognize that the USGA and R&A have studied the same data and concluded that it is in the best interest of golf, presumably in the long-term, to further limit or "roll back" distance for elite competition. Given this position, we believe the proposed "model local rule" approach is a well-thought-out approach that we would support.

This approach has two clear advantages:

1. It is scientifically sound. By this I mean it will be both effective at limiting distance at elite club head speeds and it is extremely unlikely to be circumvented by future golf ball development.
2. It would have no negative impact on the vast majority of golfers who do not compete in elite competitions. We believe that any reduction of distance for the average golfer could have a negative impact on participation and thus should be avoided.

Having said all this, I understand you are going to be receiving a lot of feedback on this subject and there are a lot of competing viewpoints, including many prominent voices arguing against bifurcation. As you evaluate options, we hope you keep in mind that golf is now in a great place with increasing participation and diversity. As you address a perceived issue in the elite competitive game, we hope you can do so without negatively impacting the balance of golfers by making the game noticeably more difficult for them or obsoleting every approved golf ball currently produced by major manufacturers (a wholesale rollback at currently proposed specifications would do this). Focusing just on the consumer side of this, I'm sure I don't need to remind you that most golfers play the game for recreation or fun and in doing so do not choose to play the same equipment as elite competitors. The majority of golfers play ionomer covered golf balls that are viewed as not suitable for elite competition, play game improvement clubs with significantly different design specifications and shafts relative to golfers that participate in elite competitive golf, and play from vastly different tee boxes.

We started this letter by saying we would not recommend a change. Let me end it by reconfirming this but also conveying that we understand your positive intentions and would essentially welcome and openly support any solution that allows you to achieve your goals without risking the enjoyment of the vast majority of golfers that play the game solely for recreational purposes. In our opinion, the MLR is one way to accomplish this. However, I'm also certain there are others that can be developed; and, if you choose to pursue a different path, we will remain at your service to support that process.

Once again, thank you for listening and for your leadership in the game we all love. As always, we remain aligned in our mutual desire to act in a way that is for the good of the game. To this end, Topgolf Callaway Brands will continue to dedicate ourselves to making the best possible golf equipment, for players of all abilities, consistent with whichever rules the USGA and R&A enact.

Sincerely,

A handwritten signature in cursive script that reads "Chip Brewer". The signature is written in black ink and is positioned above the typed name and title.

Chip Brewer
President & CEO
Topgolf Callaway Brands Corp.