

The World Of Golf Features New Callaway Big Bertha Diablo Series

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NEW YORK, NY - Popular golf equipment retailer and online store, The World Of Golf, recently announced it is now featuring the new 2009 Callaway Big Bertha Diablo series. The series includes a wide variety of golf equipment and accessories, including items such as Callaway Diablo drivers, fairway woods, hybrids, golf cart bags, golf stand bags and golf balls.

Callaway's Big Bertha line of products are known for being easy to hit and forgiving, making them a popular choice among golfers of all ability levels. The Diablo series is designed for a more experienced golfer, but offers the same features of the popular Big Bertha line. This means that Diablo clubs are a great choice for anyone who wants to improve his or her golf game, regardless of existing skill level.

"This new line of clubs by Callaway is proving to be an instant hit in our retail shops. Our in-store testers find that the drivers provide a level of comfort and are extremely easy to swing. These clubs help you get the most out of each and every shot because golf balls fly more accurately and at a greater distance than with other clubs. Once someone in our store tries one of these Callaway drivers, they're immediately sold on its performance, and we're pleased to pass on the same great savings and service to our Internet clients as well," said David Braham, Owner of The World Of Golf (www.theworldofgolf.com/).

Callaway irons feature VFT, Variable Face Thickness technology, which means that the thickness of the materials used in the clubs is adjusted to improve performance. The center of gravity is lowered, giving players a better trajectory height and higher launch angle. It is details like this that make Callaway clubs the favorable choice of many Tour golf professionals and weekend players.

Callaway has been designing quality golf products since the early 1980s when founder Ely Callaway bought half of Hickory Stick USA. The company was later renamed Callaway Golf Company. As the company grew, Ely Callaway still focused on customer service, often hand-delivering clubs to customers out of the trunk of his Cadillac.

"We love the story of how Callaway became a leader in the golf market and strives to provide the same level of customer service that Ely Callaway provided his customers back in the early 1980s. It's because of our own level of detail and attention

that many of our customers have made The World of Golf their one stop shop for Callaway golf clubs. In addition to Callaway products, we're also proud to offer other popular brands such as Taylor Made, Titleist, Ping and Nike," said Braham.

About The World Of Golf:

The World Of Golf (www.theworldofgolf.com/) is an online and retail store providing customers with an expansive selection of premier golf equipment and accessories. The store sells products by golf's most popular brands, including Callaway golf clubs, bags, balls and apparel.

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