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 **BRUNSWICK**

Brunswick Names Bruce J. Byots Vice President - Investor and Corporate Relations

LAKE FOREST, Ill., Oct. 24 /PRNewswire-FirstCall/ -- Brunswick Corporation (NYSE: BC) announced today that Bruce J. Byots, 50, has been named vice president - corporate and investor relations, reporting to Peter B. Hamilton, senior vice president and chief financial officer. Byots will succeed Kathryn J. Chieger, who has retired from Brunswick after 12 years of service.

"We are very pleased to have Bruce join our team at Brunswick. He brings a record of achievement as well as substantial experience in many facets of financial disciplines. He takes the reins from Kathryn Chieger, upon whom we have relied for her wise counsel and IR leadership for more than a decade," Hamilton said.

Prior to joining Brunswick, Byots managed the investor relations function at The ServiceMaster Company for seven years. He was instrumental in developing and executing overall investor strategy, while increasing awareness of ServiceMaster, which is now a private company. Previously, he was with Stone Container Corporation, where he spent 15 years in a series of finance roles with increasing responsibilities, including directing Stone's first department singularly focused on investor relations. Byots holds a Bachelor of Science degree in finance from Chicago's DePaul University.

Byots takes over from Ms. Chieger, who has led Brunswick's investor relations and corporate communications functions since 1996.

"Kathryn retired in August, but has been kind enough to continue in this role until we could find the right person for the job and manage a smooth transition," commented Dustan E. McCoy, Brunswick's chairman and chief executive officer. "Kathryn will be missed by Brunswick for so many reasons -- her valuable insights, her professionalism, and her friendship. We wish her the best in a well deserved retirement."

About Brunswick

Headquartered in Lake Forest, Ill., Brunswick Corporation endeavors to instill "Genuine Ingenuity"(TM) in all its leading consumer brands, including Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Teignbridge propellers; Albemarle, Arvor, Bayliner, Bermuda, Boston Whaler, Cabo Yachts, Crestliner, Cypress Cay, Harris, Hatteras, Kayot, Lowe, Lund, Maxum, Meridian, Ornvik, Princecraft, Quicksilver, Rayglass, Savage, Sea Ray, Sealine, Triton, Trophy, Uttern and Valiant boats; Attwood marine parts and accessories; Land 'N' Sea, Kellogg Marine, Diversified Marine and Benrock parts and accessories distributors; IDS dealer management systems; Life Fitness, Hammer Strength and ParaBody fitness equipment; Brunswick bowling centers, equipment and consumer products; Brunswick billiards tables; and Dynamo, Tornado and Valley pool tables, Air Hockey and foosball tables. For more

information, visit <http://www.brunswick.com>.

SOURCE Brunswick Corporation