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BRUNSWICK

Brunswick Expands Consumer Support, Adding Nine Boat Brands to Marine Industry's First Payment Protection Promotion; Now Includes 12 Boat Brands

LAKE FOREST, Ill., May 29 /PRNewswire-FirstCall/ -- Responding to grassroots dealer and consumer sentiment, Brunswick Corporation (NYSE: BC), is expanding its Payment Protection promotion, which will make the monthly boat payments for those buyers who may unfortunately lose their jobs due to current economic conditions, to an additional nine of the Company's boat brands.

Twelve of Brunswick's well-known boat brands are now participants in the promotion, which continues through the Fourth of July weekend. Additional brands to the promotion include Cypress Cay and Palmetto Pontoon, Harris FloteBote, Kayot as well as select models in the Crestliner, Lowe, Lund, Princecraft and Triton aluminum boat lines. These brands join Bayliner, Maxum and Trophy as eligible for the promotion. The qualifying monthly payments can go up to \$500 for the Bayliner, Maxum and Trophy brands and up to \$250 per month for all other brands. Customers must take delivery of their new boats by July 6, 2009.

Under the Brunswick Payment Protection promotion, these participating Brunswick boat brands will pay up to nine months of payments if the boat buyer loses his or her job within a year after the boat purchase. Brunswick Corporation, the world leader in marine manufacturing, is the first company in the marine industry to launch such a large-scale payment protection program, taking its cue from similar efforts that have been used successfully in the automotive industry by Hyundai, Ford and General Motors.

"We are pleased to respond to our dealers and consumers, and offer this assistance during a challenging marine market," said Brunswick Chairman and Chief Executive Officer Dustan E. McCoy. "In today's economy, it is important to do what we can to alleviate consumer concerns over many issues, including the potential of job loss. We wish to restore confidence for the American boat buyer, so that they are able to fulfill their boating dream and spend quality time with family and friends on the water this summer. They can count on Brunswick for quality products, as well as resourceful financing and insurance options. We are committed to advancing the boating industry."

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; Arvor, Bayliner, Bermuda, Boston Whaler, Cabo Yachts, Crestliner, Cypress Cay, Harris, Hatteras, Kayot, Lowe, Lund, Maxum, Meridian, Ornvik, Princecraft, Quicksilver, Rayglass, 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 and Hammer Strength fitness equipment; Brunswick bowling centers, equipment and consumer products; Brunswick billiards tables, Air Hockey and foosball tables. For more information, visit <http://www.brunswick.com>.

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