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BRUNSWICK

Brunswick Boat Group Partners with United States Power Squadrons to Promote Boater Education and Safety

LAKE FOREST, IL -- (MARKET WIRE) -- 10/12/10 -- Brunswick Corporation (NYSE: BC), the world's largest marine manufacturer, has partnered with the United States Power Squadrons (USPS) to conduct boater education through participating Brunswick boat brand dealerships across the United States. USPS is the largest not-for-profit boating organization in the United States, with more than 45,000 members dedicated to making boating safer and more enjoyable by conducting courses in seamanship, navigation and more.

"As industry leaders, we seized this opportunity to positively impact boating enjoyment," said Brunswick Boat Group President Andy Graves. "By giving our customers easy access to education by seasoned boaters, we hope to improve the ownership experience and potentially enhance boating safety."

Classes and seminars range from beginner to expert levels covering a wide variety of topics including navigation, "Rules of the Road," knot tying, electronics, trailering, and more. Qualified Power Squadrons personnel conduct the courses using facilities provided by participating Brunswick dealers.

"We are delighted that the Brunswick Boat Group embraces the importance of educating boaters before they take to the water," said Frank A. Dvorak, USPS's chief commander. "This will improve the boating experience by helping boaters be safer on the water as well as avoid costly tickets or embarrassing mistakes. The more competent the boater, the better time they will have on the water. Brunswick understands that."

Many states require some form of boater certification prior to operation of an engine-powered vessel. The USPS program exceeds the course requirements in every state and satisfies those obligations. Additionally, many insurance companies will discount boat insurance rates upon proof of completion of a USPS course.

"Additional programs offered include content for our more experienced boaters, including the nuances of the more complex electrical systems of cruisers and even a comprehensive course about weather," said Graves. "For boaters who can't make it into the dealership for the courses, participating dealers also have access to take-home guides and course material." Graves said a pilot program already is underway with a number of Brunswick Boat Group dealerships participating.

"Because several of our brands are a popular choice for first-time boat owners, this partnership is extremely beneficial," said Graves. "Unfortunately, one bad experience may turn people off of boating. We want to use every tool at our disposal to ensure that our customers are comfortable and competent at the helm so that they experience maximum enjoyment from their boats every time they take to the water."

Brunswick boat brands slated to roll out the USPS program through dealerships in the U.S. include Bayliner, Boston Whaler, Cabo Yachts, Crestliner, Cypress Cay, Harris FloteBote, Hatteras Yachts, Lowe, Lund, Meridian Yachts, Princecraft, Sea Ray, and Trophy.

About Brunswick

Headquartered in Lake Forest, Ill., Brunswick Corporation endeavors to instill "Genuine Ingenuity" in all its leading consumer brands, including Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Attwood marine parts and accessories; Land 'N' Sea, Kellogg Marine, and Diversified Marine parts and accessories distributors; Arvor, Bayliner, Boston Whaler, Cabo Yachts, Crestliner, Cypress Cay, Harris FloteBote, Hatteras, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray, Sealine, Suncruiser, Triton Aluminum, Trophy, Uttern and Valiant boats; Life Fitness and Hammer Strength fitness equipment; Brunswick bowling centers, equipment and consumer products; Brunswick billiards tables and foosball tables. For more information, visit <http://www.brunswick.com>.

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