

November 26, 2007

BRUNSWICK

George T. Neill Joins Brunswick as Vice President and Chief Marketing Officer

LAKE FOREST, Ill., Nov. 26 /PRNewswire-FirstCall/ -- Brunswick Corporation (NYSE: BC) today announced that George T. Neill, 41, has joined the company as its vice president and chief marketing officer, reporting to Brunswick Chairman and Chief Executive Officer Dustan E. McCoy. Neill, most recently was corporate vice president - global marketing for Motorola, Inc.

An accomplished marketing executive, Neill brings 20 years experience to his new role, a recently created position at Brunswick. Neill has also held key marketing positions with Apple Computer, BMW of North America and several leading national advertising agencies. While at Apple, he championed the computer maker's "Silhouettes" campaign, which helped to introduce and establish Apple's popular iPod. In 2005, Neill was named "Corporate Marketing Executive of the Year," by the respected Delaney Report.

At Brunswick, Neill will seek ways to further strengthen and build upon the company's leading market positions in each of its main lines of business -- pleasure boats, marine engines, fitness equipment, bowling and billiards.

"George has demonstrated throughout his career an ability to work closely with product teams to pinpoint and accentuate brand and product attributes that resonate with consumers," McCoy explained. "In concert with our current brands and their marketing organizations, George will seek ways to better leverage the estimable marketing resources throughout the company to advance Brunswick's presence and grow the market share of such enviable brands as Sea Ray, Mercury Marine, Life Fitness and Brunswick Billiards, on a global basis."

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; MotoTron electronic controls; Albemarle, Arvor, Baja, Bayliner, Bermuda, Boston Whaler, Cabo Yachts, Crestliner, Cypress Cay, Harris, Hatteras, Kayot, Laguna, Lowe, Lund, Maxum, Meridian, Ornvik, Palmetto, Princecraft, Quicksilver, Rayglass, Savage, Sea Boss, Sea Pro, 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