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BRUNSWICK™

Brunswick Corporation : Crestliner Receives Fifth Consecutive NMMA CSI Recognition Award For Excellence In Customer Satisfaction For Aluminum Boats

Little Falls, Minn., Sept. 17, 2012 - For the fifth year in a row, Crestliner has been recognized for excellence in customer satisfaction and the pursuit of continuous improvement with a Marine Industry CSI Recognition Award, given by the National Marine Manufacturers Association (NMMA). This prestigious award honors boat builders whose customer-satisfaction scores, based on independent surveys of all their new boat customers, are among the best in the industry.

Based on a program survey of more than 32,000 consumers across the industry, Crestliner received the 2012 NMMA CSI Recognition Award in the category of Aluminum Outboard Boats. A total of 41 boat and engine manufacturers were recognized across all categories.

"We at Crestliner couldn't be more proud of our five consecutive CSI Awards," said Lori Kneeland, Crestliner's marketing manager. "We strive to deliver products that are 'Built Right' for our customers and their boating lifestyles. This honor is an ongoing testament to the success of those efforts. We also share this award with our outstanding network of dealers, whose tireless service contributes greatly to customer loyalty and support."

Crestliner will be recognized along with other award recipients at the 2012 International BoatBuilders' Exhibition and Conference (IBEX) in Louisville, Ky., Oct. 2 - 4, 2012. As the official NMMA release notes:

"The Marine Industry CSI Awards program honors participating manufacturers that actively measure customer satisfaction and pursue continuous improvement to better serve the customer. Award recipients achieved and maintained an independently-measured standard of excellence of 90 percent or higher in customer satisfaction over the past year, based on information provided by customers purchasing a new boat or engine during the period between April 1, 2011 and March 31, 2012."

About Marine Industry CSI

The Marine Industry CSI program meets the CSI requirements of the NMMA Boat/Yacht Certification program. For manufacturers that are full participants in the Marine Industry CSI process, the included reporting also fills the dealer level CSI requirements of the Marine Industry Dealership Certification program. For more information on CSI Award recipients, or to get involved with the CSI program, contact Terry Leitz at tleitz@nmma.org or visit www.nmma.org.

About NMMA

National Marine Manufacturers Association (NMMA) is the leading association representing the recreational boating industry in North America. NMMA member

companies produce more than 80 percent of the boats, engines, trailers, accessories and gear used by boaters and anglers throughout the U.S. and Canada. The association is dedicated to industry growth through programs in public policy advocacy, market statistics and research, product quality assurance and promotion of the boating lifestyle. For more information, visit <http://www.nmma.org>.

About Crestliner

Located in Little Falls, Minn., Crestliner celebrates over 65 years in business and traces its origins to the Aluminum Boat Company that came to life within the walls of an airplane hanger back in 1946. The company's unparalleled commitment to premium boats is reflected in outstanding durability, superior welded construction and exceptional performance that enhance all the consumer's boating activities. A testament to our quality craftsmanship, Crestliner has received the CSI Award of Excellent in Customer Satisfaction for Aluminum Outboard Boats for the fourth consecutive year. Learn more about Crestliner and its line of boats by visiting <http://www.crestliner.com>.

Crestliner is a division of Brunswick Corporation, a leader in the recreational marine industry. <http://www.brunswick.com>

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; Attwood marine parts and accessories; Land 'N' Sea, Kellogg Marine, and Diversified Marine parts and accessories distributors; Bayliner, Boston Whaler, Brunswick Commercial and Government Products, Cabo Yachts, Crestliner, Cypress Cay, Harris FloteBote, Hatteras, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray, 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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