

October 23, 2012

BRUNSWICK™

Brunswick Corporation : Brunswick Awards 28 Scholarships To Children Of Brunswick Dealership Employees

LAKE FOREST, Ill., Oct. 23, 2012 - The dealer services team of Brunswick Corporation (NYSE: BC), through Brunswick Dealer Advantage and the Brunswick Foundation, continues its ongoing support of college education for children of its dealers' employees with college scholarships being awarded for the sixth year in a row. To assist with tuition fees, Brunswick recently granted a total of \$56,000 in college scholarships to 28 sons and daughters of Brunswick dealer employees in the U.S. and Canada.

The Brunswick Foundation Sons and Daughters Scholarship Program recognizes recipients for their academic excellence, leadership capabilities and civic involvement during the past school year. Recipients are chosen by an independent committee of academic professionals from leading Midwestern universities.

"We are honored that our daughter was chosen for one of the scholarships this year," said Kerry Clark, owner of Jet A Marina in Calvert City, Ky., and father to winner Shelby Clark. "Brunswick truly cares about its dealers and it shows with programs like the scholarship program."

Brunswick Dealer Advantage now offers 32 leading dealer support services to Brunswick marine dealers in the U.S., and 18 leading services in Canada, including the Brunswick Sons and Daughters college scholarships. Brunswick Dealer Advantage services provide valuable tools that help dealers to build long-term profitability and value at multiple levels of their businesses and their lives. The services are designed to draw more retail customers, help dealers attract and retain employees, improve operations and lower costs. Brunswick uses its negotiating strength to offer exclusive discounts on many of these dealer services.

"Brunswick Corporation remains committed to providing our dealers, their employees and their families with the best dealer support services in the industry," said Russ Lockridge, vice president and chief human resources officer for Brunswick Corporation. "Higher education is a key tool in helping the next generation prepare for success. We are honored to be a part of helping these dealers and their children realize their dreams."

Brunswick Dealer Advantage offers a continuously growing menu of marine dealer services from leading providers. In the U.S., these include Blue Water Finance, Brunswick Product Protection Corporation, BoatTrader.com advertising services, ARI (formerly Channel Blade) website services, Engaged social media management, ADP Lightspeed and Constellation Dealership Software, AT&T and Sprint cellular services, GM and Ford vehicles, Aetna dental and vision, AXA Equitable life insurance, UPS shipping, Staples office products and many more.

"The Brunswick Foundation Dealer Sons and Daughters Scholarship program allows us to directly help our dealers, their employees and their families," said Judith P. Zelisko, president of the Brunswick Foundation as well as Brunswick's

vice president - tax. "Through the Brunswick Foundation, Brunswick Corporation has a history of supporting our dealers and higher education through awarding scholarships, and we are proud to award them again this year."

Brunswick Dealer Advantage is open to all active Brunswick dealers and there is no cost to the dealer to participate in Brunswick Dealer Advantage. Dealers can choose whichever programs fit their unique business needs. The number of programs a dealer can access increases based on the strength of the dealer's partnership with Brunswick. Opportunities for scholarships are offered to Gold and Platinum-level dealers.

Dealers can learn more about all dealer services offered through Brunswick Dealer Advantage by calling a program specialist at 1-877-462-3884 or by visiting www.brunswickdealeradvantage.com.

The 2012 Dealer Sons and Daughters Scholarship Program recipients are:

Lindsay Baum	Boat Owners Service	Pompano Beach, Fla,	
Stephanie Carran	Skipper Buds	Winthrop Harbor, Ill.	
Taylor Christie	D & L Billiards	Providence, R.I.	
Shelby Clark	Jet A Marina	Calvert City, Ky.	
Madalyn Davis	Greene Boat & Motor	Spindale, N.C.	
Morgan Esperti	Mohawk Valley Marine Inc	Alplaus, N.Y.	
Caitlin Flynn	Lookout Marine	Somerset, Ky.	
Amanda Gour	Hurst Marina	Ottawa, Ont., Canada	
Maddison Hall	Lake Wylie Marina Inc	Lake Wylie, S.C.	
Kayla Joyal	Green Harbor Marina	Green Harbor, Mass.	
Rachel Kendall	AVO Marine	Winnipeg, Man., Canada	
Caroline Koester	Parkside Marine & More Inc	Brookville, Ind.	
Nicole Kush	Hipp Marine Service	San Diego, Calif.	
Kelsey Lautrup	Cariboo Supply & Marine	100 Milehouse, B.C., Canada	
Alexandria Mazoch	Clear Lake Power	El Lago, Texas	
Blake Mullin	Peters Billiards	Minneapolis, Minn.	
Olivia Nesnay	McCarthy Marine Sales Inc	Brielle, N.J.	
Alexis Pollard	Elite Marine Inc	Riverside, Calif.	
Connor Pollard	Elite Marine Inc	Riverside, Calif.	
Erika Rau	Apollo Marine Inc	Lawton, Mich.	
Stephanie Reitz	Jarrett Bay Yacht Sales	Beaufort, N.C.	
Brooke Shelton	Wilson Marine Corp	Howell, Miss.	
Lauren Spaulding	MarineMax Lake Ozark	Lake Ozark, Mo.	

Ernest Watkins	The Sail & Ski Center	Austin, Texas	
Lynsie Whitlow	Whit's Marine Inc	Fort Smith, Ark.	
Dennis Whittmore	MarineMax Lake Ozark	Lake Ozark, Mo.	
Hannah Willis	Bryce Marine	Rochester, N.Y.	
Danielle Yon	Dakota Sports	Dickinson, N.D.	

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>.

About Brunswick Dealer Advantage

Brunswick Dealer Advantage offers a broad range of dealer services designed to enhance the long-term profitability of Brunswick's dealer partners. Business services focus on four areas: attracting more retail customers, rewarding employees, enhancing operations and profitability. In the United States, retail marketing services include Blue Water Finance, Boater's Choice insurance, Brunswick Product Protection and Mercury Product Protection extended service contracts, Boats.com, BoatTrader.com, iboats.com, ARI (formerly Channel Blade) internet marketing and Engaged social media management,. Employee rewards include discounts on AT&T and Sprint wireless, CDW technology products and office supplies from Staples. Operational and profitability enhancing services include the Brunswick Dealer Certification program, ADP Lightspeed and Constellation Dealership Software, inventory financing through Brunswick Acceptance Corporation, savings on UPS, Staples, Elavon (formerly US Bank) credit card processing and more. For information on all Brunswick Dealer Advantage programs, visit <http://www.brunswickdealeradvantage.com> or call 877-462-3884.

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Source: Brunswick Corporation via Thomson Reuters ONE
[HUG#1651289]