

January 13, 2014

BRUNSWICK™

Brunswick Corporation : The All New Crestliner Vision Offers Unparalleled Customization With An Affordable And Powerful Foundation

Otsego, Minn., Jan. 13, 2013 - For the first time in the marine industry, consumers can fully customize their boat to fit their on-water ambitions right at the dealership. Introducing the Crestliner 1600 Vision-boating's next game changer. This affordable 16-foot aluminum boat comes with Crestliner's superior durability and performance. But it goes a step beyond, bringing the customization process from the factory floor to the sales floor.

"We are thrilled to introduce the Vision because it is going to revolutionize the consumer experience," Crestliner President Cecil Cohn said. "Straight from the factory, the Vision offers everything a customer needs, like safety, power, performance and durability. But now, on the sales floor, they can build their dream boat into what they want; whether that's a hardcore fishing vessel or a powerful watersports craft."

The standard build-in-the-factory forms the durable foundation of the Vision.

That begins with a completely redesigned deep-V hull, sporting a variable-degree deadrise for precise handling in all conditions. Extended reverse chines act as stabilizers for quicker time-to-plane and a smoother ride, while work-hardened sidewalls and a double-welded transom strengthen the infrastructure.

On deck, the large open cockpit allows for multiple seating arrangements with room for up to five passengers. An all-new fiberglass console design caters to both fishing and watersports enthusiasts alike for greater control and unmatched on-water adaptability.

"The design out of the factory is focused on simplicity and performance," Crestliner Product Manager Christine Bush said. "The base model is a strikingly powerful boat by itself, but by offering bundled and custom options that can be implemented in the dealership with relative ease, each customer can design and grow into their perfect boat over time."

At the dealership, customers can decide between a fish or sport package along with other popular options. The Vision can then be outfitted immediately rather than waiting for factory installation. The Fish package option includes a two-bank battery charger, additional seat pedestal, aft jump seats and a MotorGuide trolling motor. The Sport package includes a swim platform and ladder, removable ski pylon, aft jump seats, and a Jensen stereo with speakers.

"Everyone has a perfect vision of how they want to spend time on their boat.

That could be hooking trophies with best friends. It could be carving out of the wake on the end of a towrope," Cohn said. "At Crestliner, our vision wasn't just to build a simple, durable, powerful and affordable boat. We wanted something that could adapt right away to our customers' needs. That's why our

original vision was aptly named the Vision-and with its unbelievable capability to customize, it is designed to fulfill your vision."

The Vision will be available for purchase on January 11. For more information, please contact your nearest Crestliner dealer.

About Crestliner

Located in Otsego, MN, Crestliner boats have been designed and built to fulfill boating and fishing aspirations since 1946, whether it is competitive angling, family cruising with a side of watersports, or a combination of both. 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 sixth consecutive year. Learn more about Crestliner and its line of boats by visiting www.crestliner.com. Crestliner is a division of Brunswick Corporation, a leader in the recreational marine industry. 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, Crestliner, Cypress Cay, Harris FloteBote, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray, and Uttern boats; Life Fitness and Hammer Strength fitness equipment; Brunswick bowling centers, equipment and consumer products; Brunswick billiards tables and table tennis. For more information, visit <http://www.brunswick.com>.

###

```
+-----+-----+
| Contact: | Lori Kneeland - Marketing Manager |
+-----+-----+
| Phone:   | 320-616-5621 |
+-----+-----+
| Email:   | lkneeland@crestliner.com |
+-----+-----+
```

This announcement is distributed by GlobeNewswire on behalf of GlobeNewswire clients. The owner of this announcement warrants that:

- (i) the releases contained herein are protected by copyright and other applicable laws; and
- (ii) they are solely responsible for the content, accuracy and originality of the information contained therein.

Source: Brunswick Corporation via GlobeNewswire
[HUG#1754450]