

October 6, 2014

BRUNSWICK™

# Brunswick Corporation : Cypress Cay Recognized with 2014 NMMA CSI Award

FORT WAYNE, Ind. Oct. 6, 2014 - Cypress Cay was once again recognized by the National Marine Manufacturers Association (NMMA) with the 2014 Marine Industry's CSI Award. The CSI (Customer Satisfaction Index) Award recognizes marine manufacturers whose pursuit of continuous improvement earns them tremendous customer support.

One of only 46 boat manufacturers in the nation to receive this honor, Cypress Cay earned its award in the Pontoon Boat category at the recent 2014 International BoatBuilders Exhibition and Conference in Tampa, Fla.

"It is an honor to receive this distinction for another year. Our customers are incredibly loyal, and we pledge to do everything in our power to keep them satisfied with our products," said Cypress Cay President Nick Stickler. "Providing supreme confidence on the water is our top priority."

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 of April 1, 2013 through March 31, 2014. For this reporting period, the program surveyed nearly 60,000 consumers.

## About Cypress Cay

Cypress Cay has been producing the highest quality pontoon boats in the industry for more than 55 years. As one of the nation's first pontoon boat manufacturers, Cypress Cay offers a history filled with design innovation, distinctive styling, unsurpassed comfort, and superior construction.

In 2005, Cypress Cay became part of Brunswick Corporation (NYSE: BC), producer of pleasure boats and marine engines. Brunswick's strength and expertise gives Cypress Cay the resources to employ the industry's best people and allow them to fund the ideas, innovations and investments required to continue to be the industry leader. For more information, visit [www.cypresscaypontoons.com](http://www.cypresscaypontoons.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 and Whale marine parts and accessories; Land 'N' Sea, Kellogg Marine, Diversified Marine and Bell Recreational Products 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; and Brunswick billiards tables and table tennis. For more information, visit <http://www.brunswick.com>.

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Source: Brunswick Corporation via GlobeNewswire  
[HUG#1860953]