

September 17, 2015

BRUNSWICK™

Brunswick Corporation : Cypress Cay Honored with 2015 NMMA CSI Award

September 17, 2015: Cypress Cay was once again recognized by the National Marine Manufacturers Association (NMMA) with the 2015 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 45 boat manufacturers in the nation to receive this honor, Cypress Cay earned its award in the Pontoon Boat category at the 2015 International BoatBuilders Exhibition and Conference, held in Louisville, Kentucky.

"We are thrilled to receive this distinction for yet another year. It's our goal and the goal of our dealers to do everything we can to keep our customers satisfied with our products and services," said Cypress Cay president Nick Stickler. "Their enjoyment out 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, 2014 through March 31, 2015. For this reporting period, the program surveyed nearly 60,000 consumers.

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 www.NMMA.org

About Cypress Cay

Cypress Cay offers the highest quality pontoon boats that feature convenience, unsurpassed comfort, and superior construction. Part of the Brunswick Corporation (NYSE: BC), the market leader in the marine industry, Brunswick's strength and expertise gives Cypress Cay the resources to employ the industry's best people and allows them to fund the ideas, innovations and investments required to continue to be the industry leader. For more information, visit www.cypresscaypontoons.com.

About Brunswick

Headquartered in Lake Forest, Ill., Brunswick Corporation endeavors to instill "Genuine Ingenuity"™ in all its leading consumer brands, including Mercury and Mariner outboard engines; Mercury MerCruiser stern drives and inboard engines; MotorGuide trolling motors; Attwood and Whale marine parts and accessories; Land 'N' Sea, Kellogg Marine, Diversified Marine, BLA and Bell RPG parts and accessories distributors; Bayliner, Boston Whaler, Brunswick Commercial and Government Products, Crestliner, Cypress Cay, Harris, Lowe, Lund,

Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray and Uttern boats, and Life Fitness, Hammer Strength and SCIFIT fitness equipment, and Brunswick billiards tables, accessories and game room furniture and InMovement products and services for productive well-being. For more information, visit <http://www.brunswick.com>.

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