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BRUNSWICK

BRUNSWICK CORPORATION SIGNS ON AS MARINE DEALER CONFERENCE AND EXPO SPONSOR

LAKE FOREST, IL -- (MARKET WIRE) -- 10/04/10 --

LAKE FOREST, Ill., Oct. 4, 2010 - - Brunswick Corporation has signed on as a "Powered by" sponsor for the 2010 Marine Dealer Conference and Expo (MDCE). The conference, hosted by Boating Industry magazine, the Marine Retailers Association of America and the marine industry's leading suppliers, takes place Nov. 14-17 at the Rosen Plaza Hotel and Orange County Convention Center in Orlando, Fla. Brunswick was also a "Powered by" sponsor, the MDCE's highest level of sponsorship available, for last year's event.

Brunswick Boat Group, Mercury Marine and Brunswick Dealer Advantage are participating sponsors. Representatives from the following Brunswick brands will be on site: Bayliner, Boston Whaler, Cabo Yachts, Crestliner, Cypress Cay, Harris FloteBote, Hatteras, Lowe, Lund, Meridian, Princecraft, Sea Ray, Suncruiser, Triton Aluminum and Trophy as well as Brunswick Financial Services, Brunswick Dealer Advantage and Dealer Certification.

"The MDCE proved to be an incredible educational opportunity for our dealers, and in tough economic times we only want to increase that support," says Keith Yunger, vice president - distribution & strategic sales U.S. Marine & Outboard Boats, Brunswick Boat Group. "That's why we partnered with this dealer-focused conference. We want to support the effort to provide dealers with the tools they can use to be successful in today's marketplace." Yunger added that many Brunswick executives are planning to attend to both continue learning from the seminar as well as meet with key dealers.

Last year's MDCE, which took place at Disney's Coronado Spring Resort in Orlando, attracted 743 total attendees, an increase of 199 percent over 2008. Of those who attended, 439 were dealership personnel, an increase of 122 percent over 2008, and 228 individual dealerships were represented. In addition, 75 companies exhibited during the show, filling 58,000 square feet of exhibit space, which also represented a substantial increase over 2008.

This year's event, MDCE 3.0: New Decade, New Market, New Strategies, will once again feature a first-class educational lineup, including three concurrent tracks and more than 20 total educational sessions, all designed based on feedback generated through a survey of marine dealers. The exhibit hall at the Orange County Convention Center, a five-minute walk from the host hotel, offers 106,272 square feet of space.

"Through programs like its customized certification efforts and its many other programs, it's clear that Brunswick is vested in the well-being and growth of its dealers," said Matt Gruhn, publisher of Boating Industry. "We're thrilled to be partnering with Brunswick again in 2010, especially knowing the value that the company places on educational opportunities like the MDCE."

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 sterndrives and inboard engines; MotorGuide trolling motors; Attwood marine parts and accessories; Land 'N' Sea, Kellogg Marine, and Diversified Marine parts and accessories distributors; Arvor, Bayliner, Boston Whaler, Cabo Yachts, Crestliner, Cypress Cay, Harris FloteBote, Hatteras, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray, Sealine, Suncruiser, Triton Aluminum, 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 the Marine Dealer Conference and Expo

The Marine Dealer Conference & Expo is the Marine Retailers Association of America's annual conference. It focuses on dealer education in areas such as Sales & Marketing, Service, and this year adds a third track geared toward dealer principals titled "Powering Profits." Through a five-year agreement signed in 2009, the MDCE is co-produced by the MRAA and Boating Industry magazine. The partnership began in 2008 when Boating Industry provided marketing support and content creation services to the MRAA in addition to helping re-brand the event. That year dealer attendance doubled, and in 2009, aided by a move to Orlando, Fla., the partnership lead to a 200-percent increase in total attendance and exponential growth in exhibit space sold. For more information and to register for the event, go to boating-industry.com/mdce.

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