

September 16, 2011

BRUNSWICK™

Sea Ray® Hosts World Premiere Event at Knoxville Headquarters

Knoxville, Tenn. - Sept. 16, 2011 - Sea Ray Boats will welcome hundreds of people from around the world to its headquarters in Knoxville, Tenn., next week when the company unveils its 2012 line-up of premium boats and yachts, including the all-new 190 Sport and 410 Sundancer®.

The excitement will begin on Tuesday, Sept. 20, when Sea Ray kicks off its Model-Year 2012 Dealer Meeting. This two-day event, which will draw in excess of 250 boat sellers from 25 countries, is designed to give Sea Ray dealers worldwide all the knowledge they need to maintain a competitive edge in the coming year.

"We moved our dealer meeting to September because it allows us to showcase more of our new model-year boats, and because it is more convenient to our dealers, who come from all over the world," said Rob Noyes, vice president of marketing for Sea Ray. "We are proud to be represented by the marine industry's largest and best dealer network - more than 450 dealers in 84 countries - which in turn allows us to provide our customers with an exceptional ownership experience wherever they boat."

Along with strategic seminars, the Model-Year 2012 Dealer Meeting will include manufacturing facility tours and demos of 21 beautiful Sea Ray boats from 18 to 45 feet in length. Sea Ray has incorporated significant updates across its 2012 product line, including new interior and exterior color packages, new vinyl and upholstery upgrades, new water-sports towers, new premium trailers and more. Additionally, Sea Ray will be introducing its all-new 190 Sport and 410 Sundancer, and will preview a new and truly innovative technology designed to quietly change boating forever.

On Thursday, Sept. 22, Sea Ray will provide its VIP customers the same access to its leading-edge boats and facilities during the one-day All Access Sales Event. This invitation-only experience will offer tours and demos, contact with Sea Ray management and personnel, and special savings available to those who purchase a boat at the event. Those who are interested in more details on the All Access Sales Event, or who would like to request an invite, can contact Sea Ray of Knoxville at (865) 691-6731.

ABOUT SEA RAY Founded in 1959, Sea Ray is the world's largest manufacturer of superior quality pleasure boats. Sea Ray is headquartered in Knoxville, Tenn., and operates as part of the Boat Group division of Brunswick Corporation. With more than 40 models ranging from 17 to 60 feet, Sea Ray makes a boat for every lifestyle - each built with a unique commitment to quality, craftsmanship and excellence throughout. Additional information about Sea Ray is available at www.searay.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 stern drives 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, 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 www.brunswick.com.

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