

October 9, 2012

**BRUNSWICK**

# **Brunswick Corporation : Brunswick and Engaged! Launch Exclusive Social Media Management Offering**

LAKE FOREST, Ill., Oct. 9, 2012 - Brunswick Corporation's (NYSE: BC) dealer services team is now offering social media management services with exclusive pricing advantages, through Brunswick Dealer Advantage and together with Engaged!, for the entire Brunswick marine dealer network. Specializing in the marine industry, Engaged! offers multiple levels of social media management tools and services to build stronger customer relationships, leads and sales for dealerships of all sizes and all levels of expertise.

For dealers comfortable handling their own social media, Engaged! offers a powerful, proprietary, all-in-one Social Media Marketing Dashboard. It is a unique tool that allows dealers to manage, create, and monitor messaging across all of their social media services from one easy to use online dashboard.

For dealers who are new to social media or for those who lack the time to manage it, Engaged! offers complete Social Media Management services for all social media channels. Engaged! creates and posts relevant, personalized content tailored to each dealer's business. The dealer reviews and offers any input before it is posted, plus receives extensive reporting and analytics to prove their return on investment.

"Brunswick Dealer Advantage is all about helping our dealers succeed," said Dustan E. McCoy, Brunswick chairman and chief executive officer. "We are pleased to be able to offer exclusive pricing advantages on the latest social media services that let our marine dealers connect with more customers in new ways. Innovative solutions like Engaged! provide our dealers with powerful tools that make it easier to use social media to develop and manage leads and grow sales."

Brunswick Dealer Advantage offers a broad and growing menu of leading dealer services to its U.S. marine dealership community, all designed to help dealers attract more customers, retain employees, improve operations and lower costs. Brunswick uses its negotiating strength to offer exclusive discounts on many of these services for its dealers.

"We are always looking for solutions that will help drive dealer growth and improve the customer experience," said Brunswick Boat Group President Andy Graves. "Engaged! lets dealers reach more customers on a new and more personal level, using the latest social media channels to grow and strengthen customer relationships. Engaged! makes it easy for our dealers to take full advantage of this powerful and evolving communication platform."

Engaged! is the latest addition to a list of what is now 32 Brunswick Dealer Advantage Official Providers for Brunswick marine dealers. This includes providers like Blue Water Finance, Brunswick Product Protection Corporation, Brunswick Dealer Certification, [BoatTrader.com](http://BoatTrader.com) and [iBoats.com](http://iBoats.com) advertising services, ARI (formerly Channel Blade) website services, AT&T and Sprint cellular, Ford and GM vehicles, ADP Lightspeed and Constellation Dealership Software, Aramark uniforms, UPS, Staples and much more.

"We are very pleased to be able to provide our social media management services to Brunswick's leading marine dealer network through Brunswick Dealer Advantage," said Engaged! Founder and CEO, Josh Chiles. "We see the power of social media in driving new leads and customer interest for the marine dealers we serve every day. We look forward to helping Brunswick dealers use the power of social media to strengthen their online presence and connect with new and existing boating enthusiasts in their community for increased sales."

There is no cost to the dealer to participate in Brunswick Dealer Advantage, and dealers can choose the number of programs that fits their unique business needs. Dealers can contact Engaged! directly for more information about their services and pricing by calling 1-888-845-8608 or visiting [www.startengaging.com](http://www.startengaging.com).

Dealers can learn more about all the marine dealer services offered through Brunswick Dealer Advantage by calling 1-877-462-3884 or by visiting [www.brunswickdealeradvantage.com](http://www.brunswickdealeradvantage.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, Cabo Yachts, Crestliner, Cypress Cay, Harris FloteBote, Hatteras, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray, 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 Brunswick Dealer Advantage

Brunswick Dealer Advantage offers a broad range of dealer services designed to enhance the long-term profitability of Brunswick's dealer partners. Business services focus on four areas: attracting more retail customers, rewarding employees, enhancing operations and profitability. In the United States, retail marketing services include Blue Water Finance, Boater's Choice insurance, Brunswick Product Protection and Mercury Product Protection extended service contracts, [Boats.com](http://Boats.com), [BoatTrader.com](http://BoatTrader.com), [iboats.com](http://iboats.com), and ARI (formerly Channel Blade) internet marketing. Employee rewards include discounts on AT&T and Sprint wireless, CDW technology products and office supplies from Staples. Operational and profitability enhancing services include the Brunswick Dealer Certification program, ADP Lightspeed and Constellation Dealership Software, inventory financing through Brunswick Acceptance Corporation, savings on UPS, Elavon credit card processing and more. For information on all Brunswick Dealer Advantage programs, visit <http://www.brunswickdealeradvantage.com> or call 877-462-3884.

#### About Engaged!

Engaged! is a social media management firm focused on the marine industry. Engaged!'s mission is to help companies within the marine industry successfully use social media and digital technologies to grow and strengthen their online communities. Businesses can use Engaged! to unify social strategies across paid, owned and earned media with Social Marketing Suite of products and services. Engaged! offerings include full social media management for dealers of all sizes and communication needs, a proprietary all-in-one social media marketing dashboard for the sophisticated user, Facebook apps and ads, mobile apps and much more.

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