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BRUNSWICK™

Brunswick Corporation : Brunswick Bowling & Billiards Buys Ace Bowling Center

Lake Forest, Ill., Oct. 22, 2012 - Brunswick Bowling & Billiards, an industry leader in the bowling and family entertainment segment, today announced that it has purchased the family-owned Ace Bowling Center in Montgomery, Ala. Effective immediately, it will be renamed Brunswick Zone.

Built in 2008, the Ace Bowling Center is a spacious family entertainment center with 38 lanes of bowling, a large game room, billiards, grill, and bar. The bowling facility will continue to operate as usual as it transitions to the Brunswick Zone brand.

"Ace is a great bowling center run by a dedicated team of management and employees," said Jim Fox, president, Brunswick Bowling - Retail. "We are proud to welcome this new center, its operating team and its customers into the Brunswick family."

Over the next several weeks, guests will begin to see some changes to the bowling center. Brunswick Zone will be evolving the food and beverage offerings, modifying the game room, installing new Brunswick automatic scorers, providing increased league support and offering a wide variety of bowling promotions, including After-School Blast, Brunswick After Dark on Fridays, Cosmic Bowling® on Saturday nights and Slammin' Sundays.

Located at 1661 Eastern Blvd. in the Stratford Square shopping mall, the Brunswick Zone will be open 10 a.m. to midnight Sunday-Thursday, 10 a.m. to 2 a.m. Friday and 9 a.m. to 2 a.m. Saturday. All leagues will continue without interruption, and any group events and birthday parties will be held as booked. For more information, call 334-819-7171.

Fox also noted that while Brunswick has been a part of the Montgomery community for more than 24 years, the purchase of the Ace Bowling Center created a great opportunity to offer the residents of Montgomery the full Brunswick Zone family entertainment experience for which the Company has become famous. As part of this purchase, Brunswick also announced that it would be moving all of its local operations from Brunswick Woodmere Lanes to the new center.

About Brunswick Bowling & Billiards.

Brunswick Bowling & Billiards, a division of Brunswick Corporation, is one of the largest operators of full-service bowling and family recreation centers in the world; is a full-line supplier of bowling equipment, supplies and consumer products; and designs billiards tables and accessories. Headquartered in Lake Forest, Ill., Brunswick Corporation (NYSE: BC) has been a leader in the recreation business for more than 165 years. For more information, visit www.BrunswickZone.com.

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