

November 12, 2013

BRUNSWICK

Brunswick Corporation : Brunswick Executives Offer Update On Progress, New Three-Year Plan

LAKE FOREST, Ill. Nov. 12, 2013 - Brunswick Corporation (NYSE:BC) hosted a meeting at the New York Stock Exchange today to share the progress the Company has made since communicating its three-year strategic plan (2012 - 2014) in February, 2012, as well as to provide a fresh, three-year outlook through 2016 and to articulate its plans to continue to increase shareholder value going forward. The presentation was webcast, and can be accessed through the Brunswick Corporation website at <http://www.brunswick.com/investors/>.

Citing a modestly improving global marine marketplace, accelerating new product introductions and stronger operating fundamentals and cost structure, Brunswick executives told representatives of the financial community that the Company believes that between 2014 - 2016 it will experience revenue growth at a compound annual growth rate of 5 to 7 percent, while producing an operating margin of 10 to 11 percent, fueled by strong cash flow to fund growth initiatives. In addition, the Company set a target of \$3.00 to \$3.40 earnings per share in 2016.

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, Crestliner, Cypress Cay, Harris FloteBote, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray and Uttern boats; Life Fitness and Hammer Strength fitness equipment; Brunswick bowling centers, equipment and consumer products; Brunswick billiards tables and table tennis. For more information, visit <http://www.brunswick.com>.

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Source: Brunswick Corporation via Thomson Reuters ONE
[HUG#1742448]