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BRUNSWICK

Brunswick Corporation : Brunswick Launches Online Dealer Certification for All Brunswick Boat Dealers

LAKE FOREST, Ill., April 30, 2015 - Brunswick Corporation's (NYSE: BC) dealer services team, Brunswick Dealer Advantage, is pleased to announce continued improvements to its dealer certification program in an effort to provide greater value and challenge to the Brunswick marine dealer network. In partnership with the Marine Retailers Association of the Americas (MRAA), Brunswick dealers can now complete their certification online using a completely new, interactive virtual platform. Brunswick boat dealers also will be introduced to new, relevant certification requirements and an expanded two-year certification cycle.

With the new online platform, Brunswick dealers will have the flexibility to complete their certification process at a pace that is convenient for them. Dealers will be able to enter and upload all needed information for each standard, while receiving step-by-step video instruction along the way. The system also allows dealers to save their progress as they work through the standards one-by-one, while retaining the information for the dealers' use in the future for their recertification.

Once dealers have completed their certification standards, they will attend a one-on-one webinar with a dedicated facilitator to review their uploaded content, discuss areas of strength or weakness, and develop specific business improvement strategies tailored to their dealership.

"We are always looking for ways to provide more value, streamline and improve dealer processes and help save our dealers' time and money," said Brunswick Dealer Certification Program Manager, Kirsten Schuchardt. "This innovative online portal, improved content and simplified two-year certification cycle allow us to address all of these areas while providing a superior certification program that our dealers expect and deserve."

The improved Brunswick Dealer Certification guidelines focus on creating continuous improvement throughout the dealership by maximizing customer satisfaction, tightening sales management, improving online and social media marketing, boosting finance and insurance sales, and increasing service department productivity. The expanded certification cycle saves dealers both time and money by allowing them to complete their recertification online every two years, instead of annually. The online portal eliminates the need for onsite visits, saving dealers even more. And dealers who attain any level of Brunswick Dealer Certification also achieve Marine Industry Certified Dealership (MICD) status, providing them with two leading industry certifications through one process and one low price.

"There has never been a better time to become a Certified Dealer," says MICD Program Director Sonja Moseley. The MICD Program launched its online portal in March. "Dealers have already commented on how much more smoothly the process runs, and how much less cumbersome it is to get through each of the standards and see certification through to completion. The online platform is a true game-

changer for the MICD Program, and now for the Brunswick Dealer Certification program as well."

With three levels of certification, the Brunswick Certification program benefits all dealers. Brunswick dealers can enroll in the Brunswick Dealer Certification program at www.mraatraining.com/certification. Brunswick dealers can learn more about Brunswick Dealer Certification by contacting Kirsten Schuchardt at 920-929-5094 or email kirsten.schuchardt@brunswick.com.

Brunswick Certification is a key part of Brunswick Dealer Advantage, a suite of leading dealer services in the U.S. and Canada that are designed to help dealers draw more customers, attract and retain employees and improve operational efficiencies. Brunswick Dealers can learn more about Brunswick Dealer Advantage by calling 877-462-3884 or visiting 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 and Whale marine parts and accessories; Land 'N' Sea, BLA, Kellogg Marine, Diversified Marine and Bell RPG parts and accessories distributors; Bayliner, Boston Whaler, Brunswick Commercial and Government Products, Crestliner, Cypress Cay, Harris, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray and Uttern boats, and Life Fitness and Hammer Strength fitness equipment, and Brunswick billiards tables and table tennis. 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, BoatTrader.com, iboats.com, ARI internet marketing and Engaged social media management. 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, CDK Global and Constellation Dealership Software, inventory financing through Brunswick Acceptance Corporation, savings on UPS, Staples, Elavon credit card processing and more. For information on all Brunswick Dealer Advantage programs, call 877-462-3884 or visit <http://www.brunswickdealeradvantage.com>.

About the Marine Industry Certified Dealership Program

Managed by the Marine Retailers Association of the Americas (MRAA), the Marine Industry Certified Dealership Program (MICD) is dedicated to improving the customer experience at the retail level. The first step in the Certification process focuses on establishing a high level of customer satisfaction through communication, appearance and quality. The second tier of Certification continues to enhance the customer experience by implementing processes for overall dealership functionality. At the program's Five Star level, established organizational procedures are implemented to ensure smooth operations and happy customers. To learn more about the MICD Program, visit MRAA.com/certification.

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