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BRUNSWICK™

Brunswick Corporation : Brunswick Marine Brands Support National Safe Boating Week, May 21-27; Social Media Contest Highlighted

Contest open to all consumers through May 27

LAKE FOREST, Ill. May 19, 2016 - Marine brands of Brunswick Corporation (NYSE: BC) are joining boating-safety advocates during National Safe Boating Week, May 21-27, to promote safe and responsible boating. Brunswick will help spread the word about elements of safe boating, including wearing a life jacket every time a boater is on the water, using products and services that promote safe boating, and seeking proper training to educate and inform boaters.

Participating brands include Attwood marine parts and accessories; Mercury Marine outboard and sterndrive engines; MotorGuide trolling motors, and Quicksilver parts and accessories as well as Brunswick boat brands Bayliner, Boston Whaler, Brunswick Commercial & Government Products, Crestliner, Cypress Cay, Harris, Lowe, Lund, Meridian and Sea Ray. Brunswick brands will reach out to the public to support the initiative.

Further, to underscore the message and provide a fun way for consumers to interact, each of the participating Brunswick marine brands will feature a sweepstakes on its social media site (Facebook, Twitter and/or Instagram). The prize consists of a safety kit that features Attwood's bailer safety kit, multi-function LED sport light, first aid kit, telescoping emergency paddle and 40-liter dry bag along with two Stearns personal flotation devices and a Mercury emergency-shutoff marine lanyard. Consumers may also enter the contest directly at <http://bit.ly/WinASafetyKit2016>. See contest rules for sweepstakes terms and conditions.

Each contest is open to all U.S. consumers, though Brunswick employees and their immediate families are ineligible. Contestants can enter once a day for the life of the contest, with the 14 winners selected at random from the pool of all eligible entries on June 1. Prizes will be shipped within 15 days of the announcement of the winners.

National Safe Boating Week is the launch of the 2016 North American Safe Boating Campaign. This yearlong campaign promotes safe and responsible boating including the following:

- * Demonstrating the value of voluntary, consistent use and wearing of life jackets by recreational boaters. The National Safe Boating Council will once again stress the importance of wearing a personal flotation device through the campaign's theme, Wear It! The Council believes wearing life jackets is the simplest strategy to stay safe, while enjoying your favorite recreational water activity. New life jackets are much more comfortable, lightweight and stylish than the bulky orange style most boaters have known through the years. There are innovative options, such as inflatable life jackets, which allow mobility and flexibility for activities like boating,

fishing, paddling or hunting, and are much cooler in the warmer weather.

- * The use of products that promote safe boating, such as safety lanyards, which are attached to a personal flotation device or around the boat driver's wrist, and then connected to an engine-shutoff switch. If the boat driver should fall overboard or to the deck of the boat, the engine-shutoff switch will be activated by the lanyard clip, stopping the engine and significantly reducing the risk of bodily harm.
- * Demonstrating the importance of boating safely, such as taking a boating safety course and knowing navigational rules. Classes and on-water instruction are available through many sources, including the United States Power Squadron. For more than 100 years, the Power Squadron has worked to make the water a safer place through boating education, civic service and fellowship. With the United States Power Squadron, you can improve your boating skills and knowledge online, in the classroom with certified instructors, or outdoors with hands-on training. You can get more information at <https://www.usps.org>.

About Brunswick

Headquartered in Lake Forest, Ill., Brunswick Corporation's leading consumer brands include Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines; MotorGuide trolling motors; Attwood, Garelick and Whale marine parts and accessories; Land 'N' Sea, Kellogg Marine, Diversified Marine, BLA 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; Life Fitness, Hammer Strength, Cybex and SCIFIT fitness equipment; InMovement products and services for productive well-being; and Brunswick billiards tables, accessories and game room furniture. For more information, visit <http://www.brunswick.com>.

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