

January 18, 2017

BRUNSWICK

Brunswick Corporation : Brunswick Names Irick President -Fitness Division

LAKE FOREST, Ill. Jan. 18, 2017 - Brunswick Corporation (NYSE: BC) today announced the appointment of Jaime A. Irick, 42, as president of the Fitness Division, reporting to Brunswick Chairman and Chief Executive Officer Mark D. Schwabero. Irick will succeed Christopher E. Clawson, president - Life Fitness, who is leaving the Company. The appointment is effective immediately.

Most recently chief commercial officer for Current, Powered by GE, Irick joins Brunswick following 14 years at GE, where he worked across several business units, and served in a variety of roles of increasing responsibility, including corporate strategy and sales. He had a strong track record of delivering exceptional financial performance at GE as well as transforming traditional business models to compete in new and evolving markets. A veteran, Irick graduated from the United States Military Academy at West Point, and is a qualified Airborne Ranger. He earned his MBA from Harvard Business School.

"Representing roughly 20 percent of Brunswick's sales with leading products and brands in the global commercial fitness market, our Fitness segment has grown in importance both within the Company and the fitness industry," Schwabero explained. "From this base, we are committed to profitably growing Fitness annual sales to \$1.5 billion by 2020 and continuing to evolve both our growth strategy and fitness portfolio and brands to achieve this goal.

"Our progress to date has been in large measure the result of the talents and energies of our Fitness organization under the direction of Chris Clawson," Schwabero said. "For Chris' many contributions to the organization during his tenure, we offer him our thanks, gratitude and best wishes.

"Under Jaime's leadership, the Fitness Division will fully leverage its strengths as a product leader, while building new capabilities to succeed as a larger, more dynamic portfolio of winning brands in traditional and new markets," Schwabero said. "The Fitness Division will effectively unify products, technology and talent to develop winning solutions for our customers. With his track record of developing new business models and customer solutions in a growing organization, we believe Jaime will accelerate Fitness' growth with his unique blend of strategic thinking, operational acumen and leadership capabilities."

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, Payne's Marine and BLA parts and accessories distributors; Bayliner, Boston Whaler, Brunswick Commercial and Government Products, Crestliner, Cypress Cay, Harris, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray, Thunder Jet and Uttern; Life Fitness, Hammer Strength, Cybex, Indoor Cycling Group 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>.

(Photo attached)

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Jaime A. Irick, Fitness Division President, Brunswick Corporation (NYSE:BC)
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