

October 28, 2013

**BRUNSWICK™**

# **Brunswick Corporation : Brunswick Launches New Marine Dealer Marketing Technology, New Pricing With ARI Network Serives**

LAKE FOREST, Ill., Oct. 28, 2013 - Brunswick Corporation's (NYSE: BC) dealer services team, Brunswick Dealer Advantage, is pleased to launch new automated lead management and parts sales software technology at new discounts that are exclusive for Brunswick marine dealers through ARI Network Services, Inc. (ARI) (OTCBB:ARIS), a leader in the category. All Brunswick dealers, including those who are existing ARI customers, will now be able to save even more on ARI's comprehensive, award-winning and customized marine dealer marketing software solutions.

Each software product within ARI's marketing technology suite lets marine dealers make their online sales process more efficient, effective and productive for greater customer satisfaction and sales. SearchEngineSmart(TM) drives search engine optimization for more traffic to the dealership website; ePro(TM) custom dealer websites improve the website design to attract more traffic and sales; FootSteps(TM) lets dealers easily manage and respond to all incoming leads; WebsiteSmart(TM) ecommerce software adds cutting-edge parts sales functionality to a dealer website; and improved PartStream(TM) and PartSmart® adds automated online and in-store sales and fulfillment of marine parts from OEM parts ordering catalogs, respectively.

"Brunswick Dealer Advantage is always looking for new ways to support our dealers in their efforts to sell more and make more," said Scott Ward, vice president of Brunswick Financial Services and director of Brunswick Dealer Advantage. "ARI helps us do just that. ARI has been a long-term provider, so we are very pleased that they are significantly expanding their program with new technology and deeper discounts. Simply, ARI offers tools for our dealers to compete more effectively, which is what Brunswick Dealer Advantage is all about."

Brunswick dealers also can take advantage of significant improvements within many of ARI's products. Footsteps, ARI's well-known and trusted lead management system, will for the first time let dealers automatically import all email leads from any major third-party source, such as the OEMs or online portals like [BoatTrader.com](http://BoatTrader.com) and [iboats.com](http://iboats.com). ARI's PartSmart eCatalog product can now integrate with over 90 dealer management software providers, such as ADP Lightspeed and Constellation. And, PartStream online eCatalogs and PartSmart in-store automated parts catalogs now offer access to over 90 and 125 different OEM parts catalogs, respectively, including all Brunswick boat and engine parts.

"Our relationship with Brunswick is something we value very highly, so we welcome the opportunity to make all of our latest marketing technology even more affordable to help automate the sales process for Brunswick dealers," said Roy W. Olivier, president and CEO of ARI. "We have been a part of Brunswick Dealer

Advantage since its inception almost seven years ago. We are pleased to write a new chapter that will help even more Brunswick dealers drive more leads, sell more products and ultimately become more profitable."

The new, exclusive discounts for Brunswick dealers will be deeper than ever before. Also, for the first time, the exclusive discounts will be available on more online and in-store software products and website design services, including the upfront installation and monthly product license fees.

Brunswick Dealer Advantage business services are available to all Brunswick marine dealers. Dealers can choose the programs that best fit their unique business needs. Sign-up is only a phone call away. Dealers can call Brunswick Dealer Advantage, which can set them up, or contact the chosen program partner directly to enroll. Dealers can learn more about Brunswick Dealer Advantage by visiting [www.brunswickdealeradvantage.com](http://www.brunswickdealeradvantage.com) or by calling 877-462-3884.

#### 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>.

#### 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, Brunswick Product Protection and Mercury Product Protection extended service contracts, Boater's Choice Insurance, [Boats.com](http://Boats.com), [BoatTrader.com](http://BoatTrader.com), [iboats.com](http://iboats.com), ARI internet marketing and Engaged social media management,. Employee rewards include discounts on GM vehicles, AT&T and Sprint wireless, CDW technology products, Life Fitness and Brunswick Billiards products. Operational and profitability enhancing services include the Brunswick Dealer Certification program, ADP Lightspeed and Constellation Dealership Software, inventory financing through Brunswick Acceptance Company, savings on UPS, Staples, Elavon credit card processing and much more. For information on all Brunswick Dealer Advantage programs, call 877-462-3884 or visit <http://www.brunswickdealeradvantage.com>.

#### About ARI Network Services, Inc

ARI Network Services, Inc. ("ARI") (OTCBB: ARIS) creates award-winning software-as-a-service ("SaaS") and data-as-a-service ("DaaS") solutions that help equipment manufacturers, distributors and dealers in selected vertical markets Sell More Stuff!(TM) - online and in-store. Our innovative products are powered by a proprietary library of enriched original equipment and aftermarket content that spans more than 10.5 million active part and accessory SKUs, 469,000 models and \$1.7 billion in retail product value. We remove the complexity of selling and servicing new and used inventory, parts, garments, and accessories ("PG&A") for customers in marine, automotive tire and wheel, powersports, outdoor power equipment RV and white goods industries. More than 22,000 equipment dealers, 195 distributors and 140 manufacturers worldwide leverage our web and eCatalog platforms to Sell More Stuff!(TM). For more information on ARI, visit [www.investor.arinet.com](http://www.investor.arinet.com).

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