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Brunswick Corporation : Crestliner® Celebrates 70 Years, With New Models, Dealers and More

Otsego, Minn., Aug. 26, 2015 - Along with their dealers and business partners, Crestliner celebrated the launch of their 70(th) anniversary with enthusiasm during the Crestliner dealer meeting August 10-12. The launch included the introduction of new models, new dealers and an expanded TV presence.

"Seventy years is a huge accomplishment," Crestliner President Cecil Cohn said. "We feel immense pride about Crestliner's legacy, how we've grown over the years and where we are headed in the future. Our customers, our dealers and our employees all deserve congratulations and thanks for the ongoing success of this great brand."

New in 2016, Crestliner will be expanding its TV presence through a partnership with Jason Mitchell Outdoors. Jason Mitchell, host of the popular fishing and hunting television show for nine years, has a legendary reputation as a top walleye guide on North Dakota's Devils Lake. Jason's show reaches an estimated 12 million households each week, airs all 52 weeks of the year, and has received some of the highest raw Nielson Ratings in the outdoor industry on Fox Sports.

In the spotlight, Crestliner featured their 2150 Sportfish with Mercury's new white 350 Verado outside Treasure Island Resort. Adding to the excitement, Crestliner highlighted their expanded and enhanced 2016 portfolio, continuing to offer boats that are forged with strength and defined by durability. The new Discovery series features a 1450 and 1650 model, both available in either side console or tiller configurations and designed to blitz lakes and rivers in search of fish on the move. Two new models-the 2000 Bay and the TC19-offer expanded onboard space and superior performance.

In addition, Crestliner has completely redesigned two series-the Raptor and the Storm-and has improved amenities and fishing features across all boats. The Raptor family has been redesigned from bow to stern. Refinements to the Storm enhance the function and layout. Other product enhancements for 2016 include improved cover canvas and all-new graphics for every boat model family, giving a refreshing new look.

The 70(th) anniversary launch party also celebrated Crestliner's growing and tremendously successful dealer network. Ten dealers received Million Dollar Dealer awards, with two of them exceeding \$3 million dollars in sales. In addition, 66 new dealers have joined the network in the past four years.

"The success of our dealers truly represents the success of Crestliner," Cohn said. "We wouldn't be where we are without the commitment, knowledge and incredible customer service of our dealer network, as they interact with and care for our customers every day."

About Crestliner:

Located in Otsego, Minn., Crestliner boats are crafted with an uncompromising mix of functional design, all-welded aluminum construction and fishing first innovations. Since 1946 Crestliner has been making boats forged with strength and defined by durability. As a world-wide leader, Crestliner continues to redefine the industry with boats built to last. A testament to our quality and craftsmanship, Crestliner has received the CSI Award of Excellence in Customer Satisfaction for Aluminum Outboard Boats for seven consecutive years. Learn more about Crestliner and its line of boats by visiting www.crestliner.com. Crestliner is a division of Brunswick Corporation, a leader in the recreational marine industry. www.brunswick.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, 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 boats, and Life Fitness, Hammer Strength and SCIFIT fitness equipment, and Brunswick billiards tables, accessories and game room furniture. For more information, visit <http://www.brunswick.com>.

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