

April 18, 2016

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Brunswick Corporation : Brunswick Names Cohn to Head Brunswick Financial Services

LAKE FOREST, Ill. April 18, 2016 - Brunswick Corporation (NYSE:BC) today announced it has appointed Cecil Cohn to lead Brunswick Financial Services (BFS) effective May 2. Currently president of the Crestliner boat brand, Cohn succeeds Scott Ward, who recently was named senior vice president and general manager of Sea Ray sport yacht and yachts. In his new position, Cohn will report to Brunswick Senior Vice President and Chief Financial Officer Bill Metzger.

BFS and its affiliates provide secured wholesale inventory floorplan financing to Brunswick boat and engine dealers in the U.S., through a joint venture with Wells Fargo Commercial Distribution Finance. BFS also provides marine dealers and original equipment manufacturers extended product warranties to sell to retail customers through its Brunswick Product Protection business, as well as retail financial services to marine dealers, through its Bluewater Finance business. Administration of Brunswick Dealer Advantage, which offers a broad range of dealer services designed to enhance the long-term profitability of Brunswick's marine dealer partners, also will be led by Cohn.

"Cecil has a distinguished and comprehensive track record of experience and accomplishment within Brunswick's boat operations, with a particular emphasis on supporting the dealer network's efforts to connect with consumers and ensure their satisfaction," Metzger explained. "He is well suited and prepared to step into this important role."

Since 2013, Cohn has led Crestliner, one of Brunswick's most popular Freshwater brands. Before that assignment, Cohn had served for three years as vice president of marketing and sales support for Brunswick's freshwater fishing boat and pontoon businesses. During that time, he had been instrumental in launching a lead generation and response program to help dealers to better capture sales as well as other significant marketing improvements.

Prior to his assignment to Brunswick's Freshwater Group in 2010, Cohn had managed Bayliner's inside sales and customer support operation, along with Bayliner's supply chain function. Cohn first joined Brunswick in 2005, working in various strategic planning and business development roles for the Brunswick Boat Group.

Cohn earned an MBA at Duke University's Fuqua School of Business in Durham, N.C., and a bachelor of arts degree in economics from Emory University in Atlanta.

Cohn's replacement at Crestliner is expected to be named soon.

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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Source: Brunswick Corporation via GlobeNewswire
[HUG#2004440]