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BRUNSWICK

Brunswick Corporation names Brenna Priesser, President – Business Acceleration

Adds new duties to Chief Human Resources Officer responsibilities

Mettawa, Dec. 18, 2018 (GLOBE NEWSWIRE) -- – Brunswick Corporation (NYSE: BC) today announced that Brenna Priesser, chief human resources officer, has been promoted to president – business acceleration. Preisser will assume these additional duties on Jan. 1, 2019, and will report to David Foulkes, who will become Brunswick's chief executive officer on that same date.

"2019 will be a transformative year for Brunswick as we complete the separation of our Fitness business and reposition and transform Brunswick into a Company solely concentrated on leading the global marine industry with a sharpened focus and clear vision," Foulkes explained.

"Capitalizing on our strong momentum, we will position Brunswick as the enterprise that will define, create, embody and consistently innovate the future of recreational boating. To support this goal, over the last two years we have established a strong foundation of cross functional and cross business investments and initiatives under the Marine Consumer Solutions framework," Foulkes continued. "While many of these initiatives are in their formative stages, they are essential building blocks for our future and require continued attention, support and advocacy to reach their full potential.

"As I prepare to succeed Mark Schwabero as Brunswick Corporation's chief executive officer on January 1, there are several elements of my former Marine Consumer Solutions role that we will transition in order to maintain this focus and execution. Among these actions is the naming of Brenna Priesser to the new role of President - Business Acceleration," Foulkes concluded.

Priesser will remain Brunswick's chief human resources officer (CHRO) while adding these new responsibilities. Reporting to Priesser will be:

- Cecil Cohn – vice president, Boating Services Network;
- Adam Schanfield – general manager and Mike Edwards – technical director, Nautic-On;
- Andie Berry – director, strategic technology initiatives;
- Paul Siebert – director, advanced design; and
- Joseph Bianco – director of mergers and acquisitions, who along with his current responsibilities, will provide finance leadership to the business acceleration team.

Priesser joined Brunswick in 2004 and has steadily progressed in human resources leadership roles throughout the Brunswick Boat Group, Sea Ray and Hatteras Yachts , where she also led customer operations, Bowling and Billiards, Life Fitness, and at the enterprise level, has led talent strategy before assuming her CHRO role in April 2016.

In her current role, Brenna helped lead Brunswick to be recognized in 2018 as one of Forbes Best Mid-Sized Companies, which is ultimately a reflection on the quality of talent and culture across the enterprise. She also has advanced the digital capability of the HR function and has helped to shape the evolution of Brunswick's marine strategy.

“A champion of design thinking and an agent of change, Brenna is uniquely positioned to provide leadership and create value in this new, expanded role,” Foulkes said.

About Brunswick

Headquartered in Mettawa, Ill., Brunswick Corporation’s leading consumer brands include Mercury Marine outboard engines; Mercury MerCruiser sterndrive and inboard packages; Mercury global parts and accessories including propellers, and SmartCraft electronics; Power Products Integrated Solutions; MotorGuide trolling motors; Attwood, Garelick and Whale marine parts; Land ’N’ Sea, BLA, Payne’s Marine, Kellogg Marine & Lankhorst Taselaar marine parts distribution; and Mercury and Quicksilver parts and oils; Bayliner, Boston Whaler, Brunswick Commercial and Government Products, Crestliner, Cypress Cay, Harris, Lowe, Lund, Princecraft, Quicksilver, Rayglass, Sea Ray, Thunder Jet and Uttern boats; Life Fitness, Hammer Strength, Cybex, Indoor Cycling Group 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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