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**BRUNSWICK**

# Brunswick Corporation : Boston Whaler Joins Sea Tow's Sea Care Program

EDGEWATER, Fla., Feb. 13, 2012 - Boston Whaler and Sea Tow -- the world's leading professional on-water assistance organization -- are proud to announce a new partnership that features Boston Whaler's participation in Sea Tow's popular Sea Care program. As part of joining the Sea Care program, Boston Whaler will extend a complimentary 95-day Sea Tow membership to all new Boston Whaler boat owners. Additionally, existing Boston Whaler owners are eligible for 14 months of Sea Tow membership for the price of 12, a special offer available through the Boston Whaler Owners Club. Sea Tow members enjoy a comprehensive set of services, ranging from 'round-the-clock, on-water vessel assistance to the expert advice of Sea Tow's experienced team of professional captains.

"Boston Whaler is a storied boat brand, and Sea Tow is the top name in boater assistance," said Jeff Vaughn, Boston Whaler's vice president of sales, marketing and customer service. "Our customers use their Boston Whalers in practically all types of seas, sometimes encountering harsh conditions. Participation in Sea Tow's Sea Care program allows Boston Whaler to provide even more confidence and peace of mind to its customers."

"Sea Tow is so pleased to welcome Boston Whaler to our Sea Care program," said Kristen Frohnhoefer, Sea Tow's chief administrative officer. "Our expert Sea Tow captains and staff are standing by 24/7 and look forward to helping make the boating experience worry-free for new Boston Whaler owners. Working with the official Boston Whaler Owners Club allows us to extend a special offer on Sea Tow membership to ensure that all Boston Whaler owners can focus on enjoying their day on the water."

Boston Whaler owners interested in learning more about Sea Tow membership, can contact Debbie Saulnier at [debbie.saulnier@whaler.com](mailto:debbie.saulnier@whaler.com). Owners of Boston Whaler 345 Conquest or 370 Outrage models should contact Doug Wolf at [doug.wolf@whaler.com](mailto:doug.wolf@whaler.com).

For more information about Sea Tow and the Sea Care program, please contact Cindy McCaffery at [seacare@seatow.com](mailto:seacare@seatow.com) or 631-765-3660 x3161.

**About the Sea Care Program:** The Sea Care program was designed to empower both boat manufacturers and dealers with the ability to provide their customers with the highest level of service after the sale by offering access to expert Sea Tow captains who, among other things, provide professional on-water assistance 24 hours a day, seven days a week. Members are automatically enrolled in the program upon delivery of their new boat. Membership includes free towing, jump starts, fuel drops, covered ungroundings, prop disentanglements, navigational assistance and more. The Sea Care program is easy to implement and the results are 100 percent trackable. Those interested in participating in the Sea Care program may submit a request to [seacare@seatow.com](mailto:seacare@seatow.com) or call (800) 4-SEATOW and ask to speak with Cindy McCaffery at x3161.

**About Sea Tow:** Sea Tow Services International Inc. is the nation's leading on-water assistance provider. Established in 1983 by Founder & CEO Capt. Joe Frohnhoefer, Sea Tow now serves members in more than 100 locations throughout the United States, Europe, Australia, U.S. Virgin Islands and Puerto Rico. For a

full list of membership benefits, or to inquire about becoming a Sea Tow franchise owner, please visit [seatow.com](http://seatow.com).

**About Boston Whaler:** For more than 50 years, Boston Whaler has been building superior quality unsinkable sportfishing, pleasure and yacht tender boats. Founded in 1958 and currently headquartered in Edgewater, Fla., the company's unique foam-cored construction process contributes not only unsurpassed flotation, but also superior ride characteristics and durability. The current product line ranges from 11 to 37 feet and is distributed around the world by a network of exceptional dealers. For more information about The Unsinkable Legend(TM), please visit [www.bostonwhaler.com](http://www.bostonwhaler.com). Boston Whaler is owned by Brunswick Corporation, the largest marine manufacturer in the world.

**About Brunswick Corporation:** 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; Arvor, Bayliner, Boston Whaler, Cabo Yachts, Crestliner, Cypress Cay, Harris FloteBote, Hatteras, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray, Suncruiser, Triton Aluminum, Trophy, Uttern and Valiant boats; Life Fitness and Hammer Strength fitness equipment; Brunswick bowling centers, equipment and consumer products; Brunswick billiards tables and foosball tables. For more information, please visit [www.brunswick.com](http://www.brunswick.com).

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