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 BRUNSWICK®

# **Brunswick Corporation : Crestliner Celebrates Dealer Successes at Dealer Meeting**

Little Falls, Minn., Sept. 3, 2014 - Crestliner Boats demonstrated its appreciation for its outstanding dealer partners at this year's dealer meeting. With the accelerating growth of Crestliner's product portfolio for Northern, Southern and international anglers, Crestliner met with dealers to commend an impressive sales year.

During the meeting, Crestliner presented a record number of Million Dollar Club Awards: The honor went to 13 dealers whose annual sales of Crestliner products exceeded \$1 million. In fact, Crestliner boasts several dealers who have exceeded even the \$2 million benchmark, evidence of a solid year in the company's growth and increasing prominence in the marketplace for aluminum-hull fishing boats.

Year-after-year, the number of boat dealerships across North America and around the world that earn Crestliner's prestigious Million Dollar Club Award has continued to rise. "We're proud of our product - and we're just as proud of our hardworking dealers who live and breathe durability and quality as much as we do. That goes for both the Million Dollar Club awardees and all of the dealers who believe in our boats, as well," said Crestliner Boats President Cecil Cohn. A complete list of winners can be found at the close of this news release.

Crestliner's product portfolio has been growing rapidly, expanding the company's breadth of offerings in the marketplace. Three all-new boats - the 2050 Authority, VT18 and TC17 - were unveiled to the dealer network at Crestliner's dealer meeting recently. With the help of such quality, use-specific boat models as these, Crestliner's presence has expanded in many regions of North America, as well as international markets. Baltic Marine Group of East Baltic was among this year's Million Dollar Club Award recipients, and the Outstanding International Dealer.

This success also highlighted Crestliner's marketing efforts and engagement with both dealers and customers. "We are thrilled to have more Crestliner owners in the Southern U.S. and around the globe," said Crestliner Marketing Manager Lori Kneeland. "We are looking forward to continued success and brand expansion in 2015."

Underscoring the company's commitment to functional design and solid craftsmanship, Crestliner also debuted a new tagline: "Forged with Strength. Defined by Durability."

"Since 1946, Crestliner has built its reputation upon exceptional product, performance and durability. We are committed to providing customers with boats that fulfill the fishing and recreation aspirations of all boating enthusiasts," said Cecil Cohn.

2014 Million Dollar Club awardees:  
Cedar Lake Sales, West Bend, Wis.  
Free Spirit Marine, Edmonton, Alberta  
H & W Marine, Texas and Louisiana  
Hall's Marine, Muncy, Penn.  
Hernesman Group, Minnesota  
Ken's Sports, Inc., Kaukauna, Wis  
Pomerleau Les Bateaux, Inc., Quebec  
Rapid Marine Group, Minnesota  
Regina Marine, Ltd., Regina, Saskatchewan  
River City Sports, Bismarck, N.D.  
Wilson Marine Corp., Detroit, Mich.  
Baltic Marine Group, St. Petersburg, Russia

#### About Crestliner

Located in Otsego, Minn., Crestliner boats have been designed and built to fulfill boating and fishing aspirations since 1946, whether it is competitive angling, family cruising with a side of watersports, or a combination of both. The company's unparalleled commitment to premium boats is reflected in outstanding durability, superior welded construction and exceptional performance that enhance all the consumer's boating activities. A testament to our quality craftsmanship, Crestliner has received the CSI Award of Excellent in Customer Satisfaction for Aluminum Outboard Boats for the sixth consecutive year. Learn more about Crestliner and its line of boats by visiting [www.crestliner.com](http://www.crestliner.com). Crestliner is a division of Brunswick Corporation (NYSE: BC), a leader in the recreational marine industry. [www.brunswick.com](http://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 stern drives and inboard engines; MotorGuide trolling motors; Attwood and Whale marine parts and accessories; Land 'N' Sea, Kellogg Marine, Diversified Marine and Bell RPG 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 billiards tables and table tennis. For more information, visit <http://www.brunswick.com>.

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