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BRUNSWICK

Brunswick Announces Dealer Advantage, the Next Generation of Dealer/Manufacturer Relations

LAKE FOREST, Ill., Feb. 14 /PRNewswire-FirstCall/ -- Brunswick Corporation (NYSE: BC), the world's largest maker of pleasure boats and marine engines, today unveiled Brunswick Dealer Advantage, a sweeping and comprehensive package of tools, products and services available to all of its 5,000 boat and/or engine dealers.

"Brunswick Dealer Advantage fundamentally redefines the marine industry's traditional dealer/manufacturer relationship by offering innovative benefits that go beyond great boats and engines to focus on the operational needs, employees and customers of independent marine dealers," explained Dustan E. McCoy, Brunswick chairman and chief executive officer. "Dealer Advantage eclipses anything being offered in the industry today. It will generate real, incremental profit for our dealer partners while ensuring that we differentiate the consumer's experience with Brunswick-branded products."

Focus on Three Areas

"What we are rolling out today are just the first components of Brunswick Dealer Advantage," McCoy added. "Over time, you will see us adding more products and services, all of which are designed to grow our dealers' businesses into stronger and increasingly profitable enterprises. The detailed features of Dealer Advantage are way too numerous to mention, but they all focus on three primary areas -- operations, employees and customers. In addition, we will offer certification opportunities, which will bring with it multi-year dealer agreements."

Brunswick said the operations focus covers areas that directly affect a dealer's bottom line. "For many of our dealers, the cost of employee medical and dental coverage, business insurance, payroll administration, office supplies and wholesale financing ... to name a few ... represent a significant expense," McCoy added. "As part of the Brunswick dealer network, participants in Dealer Advantage can become eligible to receive discounts on all of these products, and many more, from leading suppliers."

"Providing more benefits is a sure way for dealers to attract and retain good employees," McCoy said. "Through Dealer Advantage, children of dealers' employees will be eligible to apply for scholarships from the Brunswick Foundation through an established program that has already invested \$8 million to educate our future leaders. Further, dealers and their employees will have access to retirement and estate planning services to secure their future."

"Giving customers a great boat buying and owning experience is the goal of all Brunswick dealers," McCoy noted. "Dealer Advantage offers several tools to better serve buyers, including access to more retail financing options, insurance coverage and extended warranties, all of which are designed to close more sales."

Something of Value for All Dealers; Just the Beginning

Dealer Advantage is a full suite of tools, products and services that uses a holistic dealer business model. It is designed to work for all sizes and types of dealers, offering a comprehensive -- yet flexible -- package of features. Every Brunswick boat and/or engine dealer can use Dealer Advantage, and by participating in all of the program elements, the average dealer can significantly improve his or her bottom-line results. The more dealers participate, the more they can benefit.

"What we are announcing today with Dealer Advantage will serve as the foundation upon which we will build even better manufacturer/dealer relations, and we're just beginning," McCoy said. "In the coming months, we will be meeting with our dealers around the country to discuss the specific features of Dealer Advantage. We view this as the launch of a new business model for dealer/manufacturer relationships ... a new and exciting way to do business."

"Our premise is simple. If we provide our dealers with a business partnership that makes them more money, they will grow their businesses and, in turn, we will grow ours as well," McCoy said. "In the end, we believe the ultimate winner is the consumer, who will enjoy a better boat buying and ownership experience. Attracting and keeping people in boating is certainly the goal of our entire industry."

Brunswick Dealer Advantage Partners

Brunswick Dealer Advantage partners include: ADP(R), Arthur J. Gallagher, AXA(R) Equitable, Blue Water Finance, Boater's Choice, CDW(R), Grubb & Ellis(R), Sprint(R), Staples(R), US Bank(R) and UPS(R).

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; Teignbridge propellers; MotoTron electronic controls; Albemarle, Arvor, Baja, Bayliner, Bermuda, Boston Whaler, Cabo Yachts, Crestliner, HarrisKayot, Hatteras, Laguna, Lowe, Lund, Maxum, Meridian, Ornvik, Palmetto, Princecraft, Quicksilver, Savage, Sea Boss, Sea Pro, Sea Ray, Sealine, Triton, Trophy, Uttern and Valiant boats; Attwood marine parts and accessories; Land 'N' Sea, Kellogg Marine, Diversified Marine and Benrock parts and accessories distributors; IDS dealer management systems; Life Fitness, Hammer Strength and ParaBody fitness equipment; Brunswick bowling centers, equipment and consumer products; Brunswick billiards tables; and Valley-Dynamo pool, Air Hockey and foosball tables. For more information, visit <http://www.brunswick.com> .

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