

September 27, 2013

BRUNSWICK™

Brunswick Corporation : Cypress Cay Recognized with 2013 NMMA CSI Award

Fort Wayne, Ind., Sept. 27, 2013 - Cypress Cay was once again recognized by the National Marine Manufacturers Association (NMMA) with the 2013 Marine Industry's CSI Award. The CSI (Customer Satisfaction Index) Award recognizes marine manufacturers whose pursuit of continuous improvement earns them tremendous customer support.

One of only 29 boat manufacturers in the nation to receive this honor, Cypress Cay earned its award in the Pontoon Boat category at the 2013 International BoatBuilders Exhibition and Conference.

"It is an incredible honor to be recognized in this way. We have such a loyal customer base, and we will do everything in our power to keep their satisfaction level high," said Cypress Cay President Nick Stickler. "Equipping our customers with the highest confidence on the water is our top priority."

The Marine Industry CSI Awards program honors participating manufacturers that actively measure customer satisfaction and pursue continuous improvement to better serve the customer. Award recipients achieved and maintained an independently measured standard of excellence of 90 percent or higher in customer satisfaction over the past year, based on information provided by customers purchasing a new boat or engine during the period of April 1, 2012, through March 31, 2013.

About Cypress Cay

Filled with a history of design innovation, distinctive styling, unsurpassed comfort, and superior construction, Cypress Cay offers four industry leading pontoon model series. Cypress Cay is a part of the Brunswick Corporation (NYSE: BC), the world's leading boat manufacturer. This provides Cypress Cay with strength and expertise along with the resources to employ the industry's best people to fund ideas, innovations and investments required to continue to be the industry leader. For more information, visit www.cypresscaypontoons.com.

About Brunswick

Headquartered in Lake Forest, Ill., Brunswick Corporation endeavors to instill "Genuine Ingenuity" (™) 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; Bayliner, Boston Whaler, Brunswick Commercial and Government Products, Crestliner, Cypress Cay, Harris FloteBote, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray, Uttern and Valiant boats; Life Fitness and Hammer Strength fitness equipment; Brunswick bowling centers, equipment and consumer products; Brunswick billiards tables and table tennis tables.

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| Contact: Jane Schlegel, Marketing Manager |
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| Phone: 260.399.4097 |
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| E-mail: jane.schlegel@bbgfwo.com |
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