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BRUNSWICK™

Brunswick Corporation : Brunswick Marine Brands Support National Safe Boating Week, May 16-22; Social Media Contest Highlighted

Contest open to all consumers through May 26

LAKE FOREST, Ill., May 14, 2015 - Marine brands of Brunswick Corporation (NYSE: BC) are joining boating safety advocates during National Safe Boating Week, May 16-22, to promote safe and responsible boating. Brunswick will help spread the word about elements of safe boating, including wearing a life jacket every time a boater is on the water, using products and services that promote safe boating, and seeking proper training to educate and inform boaters.

To underscore the message and provide a fun way for consumers to interact, each of the participating Brunswick marine brands will feature a sweepstakes on its social media site, consisting of a safety kit that features Attwood's bailer safety kit, multi-function LED sport light, first aid kit, telescoping emergency paddle and 40-liter dry bag along with two Mustang personal flotation devices and a Mercury emergency-shutoff marine lanyard.

Each contest is open to all U.S. consumers, though Brunswick employees and their immediate families are ineligible. Contestants can enter once a day for the life of the contest, with the 13 winners scheduled to be selected at random from the pool of all eligible entries on May 26. Prizes will be shipped within 15 days of the announcement of the winners.

Further, Brunswick brands will reach out to the public and Brunswick's industry-leading network of dealers to support the initiative. Participating brands include Attwood marine parts and accessories; MotorGuide trolling motors; Mercury Marine outboard, sterndrive and racing engines; and boat brands Bayliner, Boston Whaler, Brunswick Commercial & Government Products, Crestliner, Cypress Cay, Harris, Lowe, Lund, Meridian and Sea Ray.

National Safe Boating Week is the launch of the 2015 North American Safe Boating Campaign. This year-long campaign to promote safe and responsible boating including the following:

- * The value of voluntary, consistent use and wearing of life jackets by recreational boaters. The National Safe Boating Council will once again stress the importance of wearing a personal flotation device through the campaign's theme, Wear It! The Council believes life jacket wear is the simplest strategy to stay safe, while enjoying your favorite recreational water activity. According to recent U.S. Coast Guard statistics, drowning was the reported cause of death in three-fourths of all boating fatalities in 2013. Of those, 84 percent were reported as not wearing their life jackets. Further, new life jackets are much more comfortable, lightweight and stylish than the bulky orange style most boaters know. There are innovative options, such as inflatable life jackets, allowing mobility and flexibility for activities like boating, fishing, paddling or hunting, and are much cooler in the warmer weather.

- * Using products which promote safe boating, such as safety lanyards. These can be attached to a personal flotation device or around the boat driver's wrist, and connects to an engine-shutoff switch. If the boat driver falls overboard or to the deck of the boat, the engine-shutoff switch will be activated by the lanyard clip, stopping the engine and significantly reducing the risk of bodily harm. It is effectively demonstrated in this video https://youtube/WeR37ArYr_c.
- * The importance of boating safely, such as taking a boating safety course and knowing navigational rules. Classes and on-water instruction are available through many sources, including the United States Power Squadrons. For more than 100 years, the Power Squadron has worked to make the water a safer place through boating education, civic service and fellowship. With the United States Power Squadrons, you can improve your boating skills and knowledge online, in the classroom with certified instructors, or outdoors with hands-on training. You can get more information at <https://www.usps.org/index.html/>.

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; Attwood and Whale marine parts and accessories; Land 'N' Sea, Kellogg Marine, Diversified Marine, BLA and Bell RPG parts and accessories distributors; Bayliner, Boston Whaler, Brunswick Commercial and Government Products, Crestliner, Cypress Cay, Harris, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray and Uttern boats, and Life Fitness and Hammer Strength fitness equipment, and Brunswick billiards tables and table tennis. For more information, visit <http://www.brunswick.com>.

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