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**BRUNSWICK**

# Brunswick Corporation : Brunswick Dealer Advantage Program Renews Participation with ARI

LAKE FOREST, Ill., March 2, 2016 - Brunswick Dealer Advantage (BDA), part of Brunswick Corporation's (NYSE: BC) dealer services team, announced today that it has renewed its participation with ARI Network Services, Inc. (NASDAQ: ARIS). BDA consists of leading dealer services in the U.S. and Canada that are designed to help marine dealers reduce costs, drive revenue and enhance the retail customer experience.

"ARI offers our dealers the solutions they need to grow their online presence, manage their online reputation and improve their customers' online experiences and satisfaction," Kirsten Schuchardt, marketing and program manager for Brunswick Dealer Advantage. "We look forward to continuing our partnership with ARI to provide our dealers with the newest technology and most up-to-date content available that will help them drive profitability and build equity in their business."

As an official provider under the BDA program, ARI will offer its suite of services including ARI's award-winning marine dealer websites, digital marketing services, FootSteps® lead management and PartSmart®, ARI's in-store eCatalog tool, and PartStream®, ARI's online, illustrated parts look-up tool.

"ARI has been a Brunswick Dealer Advantage Official Provider since 2008. During that time, we have continuously provided BDA dealers with products and services that help them connect with customers and prospects to generate more leads and drive more sales," said Justin Di Vilio, director of business development - marine for ARI. "This year, in addition to our robust suite of products and services, we will offer quarterly educational sessions to help Brunswick dealers meet the challenges they face in today's digital-first consumer market."

Dealers interested in learning more about ARI's Brunswick Dealer Advantage program, can contact ARI at 800.755.6040. Dealers can also contact Brunswick Dealer Advantage directly at 877.462.3884.

## 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, Garelick 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; Life Fitness, Hammer Strength, Cybex and SCIFIT fitness equipment; InMovement products and services for productive well-being; and Brunswick billiards tables, accessories and game room furniture. For more information, visit <http://www.brunswick.com>.

## About Brunswick Dealer Advantage

Brunswick Dealer Advantage offers a broad range of dealer services designed to enhance the long-term profitability of Brunswick's dealer partners. Business services focus on four areas: attracting more retail customers, rewarding employees, enhancing operations and profitability. In the United States, retail marketing services include Blue Water Finance, Boater's Choice insurance, Brunswick Product Protection and Mercury Product Protection extended service contracts, online classifieds from [boats.com](http://boats.com), [BoatTrader.com](http://BoatTrader.com), [iboats.com](http://iboats.com), and ARI internet marketing. Employee rewards include discounts on AT&T and Sprint wireless, CDW technology products, hotel discounts from IHG and office supplies from Staples. Operational and profitability enhancing services include the Brunswick Dealer Certification program, CDK Global and Constellation Dealership Software, inventory financing through Brunswick Acceptance Corporation, savings on UPS, Staples, Elavon credit card processing and more. For information on all Brunswick Dealer Advantage programs, call 877-462-3884 or visit <http://www.brunswickdealeradvantage.com>.

About ARI

ARI Network Services, Inc. (ARI) (NASDAQ: ARIS) offers an award-winning suite of SaaS, software tools, and marketing services to help dealers, equipment manufacturers and distributors in selected vertical markets Sell More Stuff!™ - online and in-store. Our innovative products are powered by a proprietary data repository of enriched original equipment and aftermarket electronic content spanning more than 17 million active part and accessory SKUs and 750,000 equipment models. Business is complicated, but we believe our customers' technology tools don't have to be. We remove the complexity of selling and servicing new and used vehicle inventory, parts, garments and accessories (PG&A) for customers in the automotive tire and wheel aftermarket, powersports, outdoor power equipment, marine, home medical equipment, recreational vehicles and appliance industries. More than 23,500 equipment dealers, 195 distributors and 3,360 brands worldwide leverage our web and eCatalog platforms to Sell More Stuff!™ For more information on ARI, visit [investor.arinet.com](http://investor.arinet.com).

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Contact: Daniel Kubera

Director - Media Relations and Corporate Communications

Phone: 847-735-4617

Email: [daniel.kubera@brunswick.com](mailto:daniel.kubera@brunswick.com)

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