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BRUNSWICK™

Brunswick Corporation : Sea Ray® Wins 2012 Innovation Award For Quiet Ride (TM) Technology

KNOXVILLE, Tenn. - Feb. 21, 2012 - Sea Ray, the world's leading manufacturer of superior quality pleasure boats, is proud to announce that it was honored for innovative achievement by the National Marine Manufacturers Association (NMMA) and Boating Writers International (BWI) at the 71st annual Progressive Insurance Miami International Boat Show & Strictly Sail.

Sea Ray received a 2012 Innovation Award in the "Cruisers (25 feet to 60 feet, including fishing craft)" category for its 250 SLX()® with Quiet Ride, a new and innovative technology proven to significantly reduce sound and vibration while the craft is under way. "We are very gratified to receive this award, which recognizes the emphasis Sea Ray places on superior quality, true innovation and customer satisfaction," said Rob Noyes, vice president of marketing for Sea Ray. "This exclusive technology will create a quantum leap in boating enjoyment."

The Sea Ray 250 SLX with Quiet Ride is notable for its "comprehensive effort to lessen the total noise and vibration level by 20 - 50 percent, depending on a person's location on the boat," said the NMMA and BWI in a joint press release. "This [technology] makes a huge difference," commented Jan Mundy, Innovation Awards judge. "It'll be nice to actually hear yourself think after a long day on the water."

According to tests conducted by Sea Ray, in certain areas of the cockpit, Quiet Ride reduced noise by more than 10 dB*. To put this measurement in perspective, a decrease of 10 dB equals a sound being half as loud. Vibration was also greatly decreased, which means a more enjoyable and smoother ride.

"By significantly reducing unnecessary sound and vibration, with very little added weight and no added mass, Quiet Ride is a true innovation with a real, desired consumer impact that makes boating more enjoyable," said Noyes. "Just imagine being able to hear your cell phone or stereo at cruise speeds, or being able to have a conversation without shouting while under way. That's what Quiet Ride does."

Quiet Ride is now available as standard equipment on board the Sea Ray 250 SLX and 270 SLX, and plans are to expand the technology to other boat models in the near future.

"The winners recognized [by the Innovation Awards] are a testament to the ongoing commitment to boating ingenuity necessary to the future of our industry, and we're excited to see how these products adapt in the marketplace," said Zuzana Prochazka, Innovation Awards judge chair.

*Test data arrived at after comparing a model-year 2012 Sea Ray 250 SLX with Quiet Ride and a 2012 Sea Ray 250 SLX without Quiet Ride measured at 3500 rpm, both equipped with the same power. Decibel readings will change with variances

in wind strength, wind direction, current, water conditions, and exact location of the decibel meter.

ABOUT SEA RAY

Founded in 1959, Sea Ray is the world's largest manufacturer of superior quality pleasure boats. Sea Ray is headquartered in Knoxville, Tenn., and operates as part of the Boat Group division of Brunswick Corporation. With more than 40 models ranging from 17 to 60 feet, Sea Ray makes a boat for every lifestyle - each built with a unique commitment to quality, craftsmanship and excellence throughout. Additional information about Sea Ray is available [atwww.searay.com](http://www.searay.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 sterndrives and inboard engines; MotorGuide trolling motors; Attwood marine parts and accessories; Land 'N' Sea, Kellogg Marine, and Diversified Marine parts and accessories distributors; Arvor, Bayliner, Boston Whaler, Cabo Yachts, Crestliner, Cypress Cay, Harris FloteBote, Hatteras, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray, Suncruiser, Triton Aluminum, Trophy, Uttern and Valiant boats; Life Fitness and Hammer Strength fitness equipment; Brunswick bowling centers, equipment and consumer products; Brunswick billiards tables and foosball tables. For more information, visit www.brunswick.com.

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