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BRUNSWICK

Brunswick Corporation: Sea Ray Group Adds 20 Dealers To Its Leading Worldwide Network

Knoxville, Tenn. - June 14, 2012 - Sea Ray Group, which consists of the Sea Ray and Meridian Yachts brands, continues to add to its award-winning network of sales and service representatives, which numbers more than 400 dealers operating on six continents. The Group is pleased to announce the 20 newest dealers to join its global industry-leading team.

"With the addition of these distinguished dealerships, we continue to expand our heritage of credibility and reliability around the world," said Rob Parmentier, president of the Sea Ray Group. "We strive for constant improvement and expansion in customer support and satisfaction by utilizing all available resources." Parmentier continues, "The success of our brands is dependent upon exceeding customer expectations; that's why the Sea Ray Group continues to post a record number of dealers in Boating Industry's Top 100 listing."

In North America, the Sea Ray Group has added six premium dealerships to further meet the needs of customers in the states of Tennessee, Oklahoma, Arkansas and Louisiana, and the provinces of Prince Edward Island and Ontario, Canada. New dealers for the following brands are:

Meridian - Quartermaster Marine in Charlottetown, Prince Edward Island, Canada
Meridian - Skyline Marina in Orillia and Midland, Ontario, Canada
Sea Ray - Bayou Outdoor Supercenter in Bossier City, La.
Sea Ray - Aqua Sport Marine in Lebanon, Tenn.
Sea Ray - Norris Marine in Norman, Okla.
Sea Ray - Ski & Sports, Inc. in Rogers, Ark.

Meanwhile, 14 new dealers have signed on to represent Meridian and Sea Ray in diverse locations spanning the globe. They are as follows:

Meridian - Lifestyle Marine in Toronto, New South Wales, Australia
Meridian - Australian Nautical Consolidated in Perth and Mandurah, Western Australia, Australia
Meridian - Ava Trade in Vladivostok, Russia
Meridian - Evermarine Corp in the Republic of Panama
Sea Ray - Naval Motors SA in Buenos Aires, Argentina
Sea Ray - 5 Star Motor Cruisers in Sydney, New South Wales, Australia
Sea Ray - National Yachts Company in Cairo, Egypt
Sea Ray - Laivu Centrs in Riga, Latvia
Sea Ray - Marina Sureste in Merida, Yucatan, Mexico
Sea Ray - Holland Sport in Amsterdam, Netherlands
Sea Ray - Premium Yacht Sales in Manila, Philippines
Sea Ray - Jucca Nautika in Ljubljana, Slovenia
Sea Ray - Columbus Marine International in New Taipei City, Taiwan
Sea Ray - Motorsport Spol.s.r.o. in Vysocany, Czech Republic

More information on these new team members, as well as the rest of Sea Ray and Meridian's award-winning global dealer network, can be found online at www.searay.com and www.meridian-yachts.com.

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 36 models ranging from 18 to 61 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 at www.searay.com.

ABOUT MERIDIAN
Headquartered in Knoxville, Tenn., Meridian Yachts is America's leading builder of bridge boats, ranging from 34 through 60 feet. The company is part of the Sea Ray Group operating unit within the Brunswick Boat Group. For more information, visit www.meridian-yachts.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; Bayliner, Boston Whaler, Brunswick Commercial and Government Products, Cabo Yachts, Crestliner, Cypress Cay, Harris FloteBote, Hatteras, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray, 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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