

August 10, 2016

BRUNSWICK

Brunswick Corporation : Brunswick Names Haan Vice President - Investor Relations

LAKE FOREST, Ill. Aug. 10, 2016 - Brunswick Corporation (NYSE: BC) today announced that Phillip Haan, 38, has been promoted to vice president - investor relations, succeeding Bruce Byots, who is retiring from the Company. Haan's appointment is effective Aug. 31, and he will report to William L. Metzger, senior vice president and chief financial officer.

"Phillip is a highly skilled and talented financial professional who has made significant contributions in various roles within the Company," Metzger explained. "Most recently, Phillip has managed Brunswick's mergers and acquisitions activity and has been instrumental in the execution of the Company's growth strategy, providing essential leadership and guidance to our marine and fitness businesses. His expertise and knowledge of our industries and organization uniquely qualify him for his new responsibilities working with the financial and investment communities as well as our shareholders. For some time now, Phillip has been working closely with Bruce to prepare for this transition.

"Bruce is a highly accomplished and respected IR professional and has been a significant part of Brunswick's success over the past eight years," Metzger said. "He has played a critical role articulating and communicating the Company's investment thesis, performance and prospects to the investment community. We will miss his contributions, and wish Bruce well on his retirement."

Haan joined the Company in 2006 as a manager in mergers and acquisitions. He later spent several years with Brunswick's Mercury Marine division, serving in a number of senior finance roles, including marine parts and accessories, Mercury Racing, Engine Commercial Operations and manufacturing. In 2011, Haan became vice president - finance for Brunswick's former retail bowling division, before becoming director - financial planning and analysis for Brunswick Corporation in 2013. He has managed the Company's M&A activities since 2014. A graduate of Hope College in Holland, Mich., Haan previously worked for Arthur Andersen and KPMG in advisory roles related to M&A activity.

About Brunswick

Headquartered in Lake Forest, Ill., Brunswick Corporation's leading consumer brands include 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, Thunder Jet and Uttern; 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>.

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