



## BRUNSWICK CORPORATION FACT SHEET

**February 2008**

**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; Teignbridge propellers; MotoTron electronic controls; Albemarle, Arvor, Baja, Bayliner, Bermuda, Boston Whaler, Cabo Yachts, Crestliner, Harris, Hatteras, Kayot, Laguna, Lowe, Lund, Maxum, Meridian, Örnvik, Palmetto, Princecraft, Quicksilver, Rayglass, Savage, Sea Boss, Sea Pro, Sea Ray, Sealine, Triton, Trophy, Uttern and Valiant boats; Attwood marine parts and accessories; Land 'N' Sea, Kellogg Marine, Diversified Marine and Benrock parts and accessories distributors; IDS dealer management systems; Life Fitness, Hammer Strength and ParaBody fitness equipment; Brunswick bowling centers, equipment and consumer products; Brunswick billiards tables; and Dynamo, Tornado and Valley pool tables, Air Hockey and foosball tables. For more information, visit [www.brunswick.com](http://www.brunswick.com).

**Founded:** By John Brunswick, a Swiss immigrant woodworker in 1845, in Cincinnati, Ohio, to make billiards tables.

**Headquarters:** Lake Forest, Illinois, a Chicago suburb

**Total sales:** (Most recent available) 2007 net sales were \$5.7 billion, operating earnings from continuing operations were \$107.2 million, and net earnings from continuing operations were \$79.6 million, or \$0.88 per diluted share.

**Geographic reach:** Brunswick's products are sold throughout North America, the United Kingdom, South America, Europe, Asia and Australia.

**Stock symbol:** The ticker symbol for Brunswick Corporation common stock is BC. Brunswick stock is traded on the New York and Chicago stock exchanges.

**Market value:** \$1.5 billion at December 31, 2007

**Shares outstanding:** 87.5 million at December 31, 2007

**Employees:** Brunswick Corporation employs more than 27,000 people worldwide.

**Web site:** [www.brunswick.com](http://www.brunswick.com)

**(more)**

**Brunswick Business Units:**

**Mercury Marine Group**

Based in Fond du Lac, Wisconsin, Mercury Marine is the leading producer of marine engines in the world. 2007 net sales were \$2.4 billion. Primary products include *Mercury* and *Mariner* outboard engines; *Mercury MerCruiser* sterndrive and inboard engines; *Mercury Precision Parts* and accessories; and *MotoTron* electronic controls.

**Brunswick Boat Group**

Headquartered in Knoxville, Tennessee, the Brunswick Boat Group is the largest maker of pleasure boats in the world. 2007 net sales were \$2.7 billion. The Boat Group makes *Sea Ray*, *Bayliner*, *Maxum*, *Hatteras*, *Meridian* and *Sealine* pleasure boats from 16 to 100 feet; *Baja* high-performance boats from 20 to 44 feet; *Albemarle*, *Boston Whaler*, *Cabo Yachts*, *Laguna*, *Palmetto*, *Sea Boss*, *Sea Pro* and *Trophy* offshore fishing boats from 13 to 52 feet; and *Crestliner*, *HarrisKayot*, *Lowe*, *Lund*, *Princecraft* and *Triton* fishing, deck and pontoon boats from 10 to 26 feet; *Attwood*, marine parts and accessories; *Kellogg Marine*, *Land 'N' Sea*, *Benrock* and *Diversified Marine* parts and accessories distributors; and *IDS* dealer management systems. Brunswick is one of the largest boat makers by units in Europe, with such brands as *Arvor*, *Örnvik*, *Quicksilver*, *Uttern* and *Valiant* boats. In Australia and New Zealand, Brunswick also owns the *Savage* and *Rayglass* boat brands, respectively.

**Life Fitness Division**

The Life Fitness Division is the global leader in high-quality commercial and consumer cardiovascular and strength training equipment. 2007 net sales were \$654 million. Based in Schiller Park, Illinois, it markets and manufactures *Life Fitness*, *Hammer Strength* and *ParaBody* equipment serving health clubs, professional athletic teams, university athletic departments and the military.

**Brunswick Bowling & Billiards**

Brunswick Bowling & Billiards is based in Lake Forest, Illinois. Net sales in 2007 were \$447 million. Brunswick makes bowling equipment and supplies as well as operates 108 family bowling centers throughout the United States, Canada and Europe. Brunswick billiards tables and accessories are the market leaders and recognized around the world for their superior construction, style and performance. Brunswick also makes *Valley-Dynamo* pool, *Air Hockey* and *foosball* tables.

**Media contact**

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