



BRUNSWICK CORPORATION FACT SHEET

April 2012

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 <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: 2011 net sales were approximately \$3.75 billion.

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.

Shares outstanding: 89.1 million at December 31, 2011

Employees: Brunswick Corporation employs approximately 15,000 people worldwide.

Web site: www.brunswick.com

Brunswick Business Units:

Mercury Marine Group

Based in Fond du Lac, Wisconsin, Mercury Marine is the leading producer of marine engines in the world. 2011 net sales were approximately \$1.9 billion. Primary products include *Mercury* and *Mariner* outboard engines; *Mercury MerCruiser* sterndrive and inboard engines, and *Mercury Precision Parts* and accessories as well as *Attwood*, marine parts and accessories; *Kellogg Marine*, *Land 'N' Sea*, *Benrock* and *Diversified Marine* parts and accessories distributors.

Brunswick Boat Group

Headquartered in Knoxville, Tennessee, the Brunswick Boat Group is the largest maker of pleasure boats in the world. 2011 net sales were approximately \$1.1 billion. The Boat Group makes *Sea Ray, Bayliner, Hatteras, and Meridian* pleasure boats from 16 to 100 feet; *Boston Whaler, Cabo Yachts* and *Trophy* offshore fishing boats from 13 to 52 feet; and *Crestliner, Cypress Cay, Harris FloteBote, Lowe, Lund, Princecraft* fishing, deck and pontoon boats from 10 to 26 feet. Brunswick is one of the largest boat makers by units in Europe, with such brands as Quicksilver, Uttern and Valiant boats. In New Zealand, Brunswick also owns the Rayglass boat brand. Brunswick also markets specialty boats through Brunswick Commercial and Government Products.

Life Fitness Division

The Life Fitness Division is the global leader in high-quality commercial and consumer cardiovascular and strength training equipment. 2011 net sales were approximately \$635 million. Based in Schiller Park, Illinois, it markets and manufactures *Life Fitness* and *Hammer Strength* 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 2011 were approximately \$325 million. Brunswick makes bowling equipment and supplies as well as operates about 100 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 foosball tables.

Media contact

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