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Brunswick Executives to Meet With Analysts; Meeting Webcast Live

LAKE FOREST, Ill., Dec. 11 /PRNewswire-FirstCall/ -- Brunswick Corporation (NYSE: BC) said that Chairman and Chief Executive Officer Dustan E. McCoy, Senior Vice President and Chief Financial Officer Peter G. Leemputte and key operating executives will be meeting with analysts and investors in Chicago today to review the company's strategic objectives and growth prospects.

McCoy will provide an overview of Brunswick's strategies and operations, as well as an update on current marine market conditions and factors contributing to the decline in retail demand for boats. In addition, the company will affirm its previously announced earnings estimate for 2007 of $1.20 to $1.30 per diluted share.

Subjects to be covered by the other speakers at the meeting will include the following:

- Patrick C. Mackey, executive vice president and chief operating officer -- marine and president -- Mercury Marine Group, will focus on Brunswick's many efforts to reduce costs and improve efficiencies, including Lean Six Sigma projects, rationalizing and reconfiguring Brunswick's global manufacturing footprint, and greater use of platform design, engineering and manufacturing techniques across brands and product lines.
- Warren N. Hardie, president -- Brunswick Bowling & Billiards, will bring investors up-to-date on the recent expansion of Brunswick's popular Zone XL centers as well as trends in the worldwide bowling and billiards markets.
- John E. Stransky, president -- Life Fitness Division, will speak to a multitude of new products as well as technological upgrades and innovative and interactive features that have been made across the division's product portfolio.
- Richard C. Stone, president -- Sea Ray Group, will update investors on Brunswick's efforts to focus on "best product and distribution."

The company said that the meeting would be Webcast live on the Internet beginning at 9 a.m. (CST). It can be accessed at http://www.brunswick.com. Go to the Web site at least 15 minutes before the event to register, download and install any needed audio software. The presentations will subsequently be archived and available on the Brunswick Web site.

Forward-Looking Statements

Certain statements in this news release are forward looking as defined in the Private Securities Litigation Reform Act of 1995. These statements involve certain risks and uncertainties that may cause actual results to differ materially from expectations as of the date of this news release. These risks include, but are not limited to: the effect of (i) the amount of disposable income available to consumers for discretionary purchases, and (ii) the level of consumer confidence on the demand for marine, fitness, billiards and bowling equipment and products; the effect of higher product prices due to technology changes and

added product features and components on consumer demand; the effect of competition from other leisure pursuits on the level of participation in boating, fitness, bowling and billiards activities; the effect of interest rates and fuel prices on demand for marine products; the ability to successfully manage pipeline inventories; the financial strength of dealers, distributors and independent boat builders; the ability to maintain mutually beneficial relationships with dealers, distributors and independent boat builders; the ability to maintain effective distribution and to develop alternative distribution channels without disrupting incumbent distribution partners; the ability to maintain market share, particularly in high-margin products; the success of new product introductions; the success of marketing and cost management programs; the ability to maintain product quality and service standards expected by customers; competitive pricing pressures; the ability to develop cost-effective product technologies that comply with regulatory requirements; the ability to transition and ramp up certain manufacturing operations within time and budgets allowed; the ability to successfully develop and distribute products differentiated for the global marketplace; shifts in currency exchange rates; adverse foreign economic conditions; the success of global sourcing and supply chain initiatives; the ability to obtain components and raw materials from suppliers; increased competition from Asian competitors; competition from new technologies; the ability to complete environmental remediation efforts and resolve claims and litigation at the cost estimated; the effect of weather conditions on demand for marine products and retail bowling center revenues; and the ability to successfully integrate acquisitions. Additional factors are included in the company's Annual Report on Form 10-K for 2006 and Quarterly Report on Form 10-Q for the quarter ended Sept. 30, 2007.

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; Teignbridge propellers; MotoTron electronic controls; Albemarle, Arvor, Baja, Bayliner, Bermuda, Boston Whaler, Cabo Yachts, Crestliner, Cypress Cay, Harris, Hatteras, Kayot, Laguna, Lowe, Lund, Maxum, Meridian, Ornvik, 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 http://www.brunswick.com.

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