October 28, 2026

Brunswick Corporation Extends Major League Fishing Sponsorship for Three Years with Mercury Marine® and Lowrance®

METTAWA, Ill. – (October 28, 2026) – Brunswick Corporation (NYSE: BC) today announced a three-year extension of its longstanding sponsorship agreement with Major League Fishing (MLF), the world's largest tournament-fishing organization. The renewed partnership will continue to showcase Brunswick brands Mercury Marine® and Lowrance® across MLF's premier tournament properties, media platforms and fan experiences.

Mercury Marine and Lowrance have supported MLF since 2011, when both brands joined as original sponsors of the inaugural MLF Challenge Cup on Lake Amistad. The renewed agreement builds on that relationship and reinforces both brands' commitment to competitive fishing, product innovation and anglers at every level.

"Major League Fishing gives Mercury Marine and Lowrance a powerful platform to engage passionate anglers and fans where they are most connected to the sport," said Lauren Beckstedt, SVP and Chief Marketing Officer at Brunswick Corporation. "Extending this partnership reflects our continued commitment to advancing on-the-water innovation, supporting competitive fishing and delivering trusted technology that helps anglers succeed."

Under the renewed agreement, Mercury Marine and Lowrance remain official sponsors of the MLF Bass Pro Tour, Starlink Team Series and Kubota Heavy Hitters, with prominent visibility across select MLF events, fan activations and MLF's national media platforms.

"Mercury Marine and Lowrance have been integral to Major League Fishing's success, with both brands featured in every show we've produced over the past 15 years," said Jim Wilburn, MLF President of Sales. "Their industry-leading products deliver the innovation, performance and reliability our anglers and events demand, which is why we trust them in our Starlink Team Series and Kubota Heavy Hitters competitions. We're proud of these longstanding relationships and excited to build on that success for another three years."

As part of the extension, Mercury Marine propulsion, Lowrance fishfinders, sonar, navigation and trolling motor technologies, and C-MAP 's premium mapping solutions will be featured across MLF television programming and livestreams, social media channels, digital platforms and on-site activations. The brands will also receive featured logo placement on angler boats and jerseys at select Starlink Team Series and Kubota Heavy Hitters events.

To learn more about Lowrance and its tournament-winning fish-finding technology, visit Lowrance.com. For more information about Mercury Marine, visitMercuryMarine.com. For additional information about MLF, its tournaments and sponsors, visit MajorLeagueFishing.com.

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About Brunswick Corporation

Brunswick Corporation (NYSE: BC) is a global leader in marine recreation, delivering innovation that transforms experiences on the water and beyond. Its technology-driven solutions are informed by deep consumer insights and guided by the belief that “Next Never Rests™.” Brunswick is home to more than 60 industry-leading brands across marine propulsion (including Mercury Marine), parts and accessories (including Attwood), and marine electronics (including Simrad and Lowrance), as well as boat brands including Boston Whaler, Sea Ray, Bayliner, Lund, and Harris. Headquartered in Mettawa, Illinois, Brunswick has approximately 14,500 employees operating in 26 countries. Learn more at Brunswick.com.

About Lowrance

Lowrance® is part of Navico Group, a division of Brunswick Corporation (NYSE: BC), and has been a leader in marine electronics and sonar technology since first inventing the original consumer fishfinder in 1957. It features a brand portfolio that is dedicated to helping anglers find and catch more fish, and includes the industry-leading HDS PRO®, Elite FS™, Eagle® Chartplotters & Fishfinders, ActiveTarget™ 2 and Active Imaging™ HD Sonars and Lowrance Ghost®, Ghost® X, and Recon™ Trolling Motors. Lowrance is distributed in more than 100 countries worldwide. More information is available at lowrance.com.

About Mercury Marine

Headquartered in Fond du Lac, Wisconsin, Mercury Marine® is the world’s leading manufacturer of recreational marine propulsion engines. A division of Brunswick Corporation (NYSE: BC), Mercury provides engines, boats, services and parts for recreational, commercial and government marine applications. Mercury empowers boaters with products that are easy to use, extremely reliable and backed by the most dedicated customer support in the world. The company’s industry-leading brand portfolio includes Mercury outboard engines, Mercury MerCruiser® sterndrive and inboard packages, Mercury propellers, Mercury inflatable boats, Mercury SmartCraft® electronics, Land 'N' Sea marine parts distribution and Mercury and Quicksilver® parts and oils. More information is available at MercuryMarine.com.

About Major League Fishing

Major League Fishing (MLF) is the world’s largest tournament-fishing organization, producing more than 250 events annually at some of the most prestigious fisheries in the world, while broadcasting to America’s living rooms on CBS, Discovery, Outdoor Channel, VICE, World Fishing Network, RFD-TV, Game & Fish TV and Rumble, and on demand on MyOutdoorTV (MOTV). Headquartered in Benton, Kentucky, the MLF roster of bass anglers includes the world’s top pros and more than 30,000 competitors in all 50 states and 20 countries. Since its founding in 2011, MLF has advanced the sport of competitive fishing through its premier television broadcasts and livestreams and is dedicated to improving the quality of life for bass through research, education, fisheries enhancement and fish care.