February 28, 2007

Brunswick Continues To Streamline Organization, Integrate Brands, Provide Sharper Focus

LAKE FOREST, Ill., Feb. 28 /PRNewswire-FirstCall/ -- In a continuing effort to streamline its organizational structure, Brunswick Corporation (NYSE: BC) announced today it is bringing together its saltwater and freshwater boat brands under a new umbrella, the Brunswick Outboard Boat Group.

This new combined organization will be under the leadership of Andrew E. Graves, who most recently was president of the Freshwater Boat Group, which has been consolidated into the new organization. Graves will continue to report to Dustan E. McCoy, Brunswick's chairman and chief executive officer.

The Brunswick's Outboard Boat Group will be comprised of the Boston Whaler, Crestliner, HarrisKayot, Laguna, Lowe, Lund, Palmetto, Princecraft, Sea Boss, Sea Pro and Triton brands. Brunswick Commercial and Government Products will also report to Graves. As a result of this consolidation, the position of president of the Saltwater Group is eliminated, and Michael W. Myers will leave the company.

"This is another step in fulfilling an imperative we articulated earlier this year, to have a flatter, more cohesive and agile organization," explained McCoy. "Among these brands and their primary markets, we see many common qualities and characteristics as well as the opportunity to move forward with common leadership. We also see the opportunity to provide a fuller and more competitive product offering for our dealers."

"We need to do all that we can to operate effectively and profitably. That means constantly reviewing our market positions, our product portfolio and our relationships with our customers. This move further refines and defines our organization, bringing together leading brands and a collective knowledge base. We plan to further harness and leverage our expertise in a more focused and timely fashion as we continue to execute against our core strategies, emphasizing the critical need to: get the product right, get the distribution right, be best cost in our industries, be global and attract and retain talent," McCoy concluded.

Povlin to head Bluewater Group

Brunswick also announced that Jay Povlin, vice president - sales, marketing and product integration for Mercury MerCruiser, will join the Outboard Boat Group as president of the Bluewater Group, which includes the Laguna, Palmetto, Sea Boss and Sea Pro brands. Before Mercury, Povlin held leadership positions at Baja Marine. Povlin will report to Graves.

"Jay will provide focused leadership to the Bluewater Group, and will be a valued addition to the saltwater team," Graves said. "He brings a record of accomplishment and a passion for his work to this job. Jay will be a tireless catalyst for growth and success for his brands and his dealers."

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, HarrisKayot, Hatteras, Laguna, Lowe, Lund, Maxum, Meridian, Ornvik, Palmetto, Princecraft, Quicksilver, 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 Valley-Dynamo pool, Air Hockey and foosball tables. For more information, visit http://www.brunswick.com .

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