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Brunswick and ADP Lightspeed Launch Exclusive Dealer Management Software Offering

LAKE FOREST, Ill., Sept. 22, 2011 - Brunswick's (NYSE: BC) dealer services team, through Brunswick Dealer Advantage and together with ADP Lightspeed, is now offering state-of-the-art dealer management software support with exclusive pricing advantages for the entire Brunswick marine dealer network. ADP Lightspeed is a leading provider and part of ADP Dealer Services, a major division of Automatic Data Processing, Inc. (NASDAQ: ADP), a $10 billion leader in business outsourcing solutions headquartered in Roseland, N.J.

Brunswick Dealer Advantage offers a broad and growing menu of leading dealer services to its U.S. marine dealership community, all designed to help dealers attract more customers, retain employees, improve operations and lower costs. ADP Lightspeed is the latest addition to a list of top providers like Brunswick Financial Services, Brunswick Dealer Certification, BoatTrader.com, iBoats.com, ARI (formerly Channel Blade), AT&T and Sprint, Aramark, UPS, Staples, US Bank and many more.

ADP Lightspeed's fully integrated dealer management software lets dealerships maximize business performance by automating operations and providing powerful new business building tools for growth. The software facilitates transaction processing in every department with real-time views of dealership performance at all levels. In-depth marketing and sales modules let the dealer connect and expand their customer base for new revenue. All software functions offer easy-to-use graphic interfaces, and online or on-site expert marine dealer support, and training is only a phone call away.

"Brunswick Dealer Advantage is all about helping our dealers succeed," said Dustan E. McCoy, Brunswick chairman and chief executive officer. "We are pleased to be able to offer exclusive pricing advantages on technology that lets our marine dealers run their businesses more efficiently and connect with more customers. Innovative software solutions like ADP Lightspeed allow dealers to work smarter, not harder, with powerful tools for growth."

ADP Dealer Services is the leading dealer management systems provider in the marine, automotive, heavy truck, heavy equipment, powersports and RV industries, serving dealers in over 100 countries. ADP Dealer Services leverages over 60 years of business technology experience on behalf of its many dealership clients. ADP Lightspeed is helping to power the growth of hundreds of marine dealership locations across the U.S., including many Brunswick marine dealerships.

"We always look for solutions that will help drive dealer growth. When they succeed, we succeed," said Brunswick Boat Group President Andy Graves. "ADP Lightspeed's ability to automate and track every aspect of a dealer's business frees up the dealer to focus more energy on serving the customer and expanding market share. Advanced dealer management systems offer a very relevant advantage in today's marine market."

ADP Lightspeed's comprehensive solution suite helps drive increased customer responsiveness and profitability in every area. For example:

* Sales: menus and forms speed options and the creation of transaction paperwork,
* Marketing: integrated marketing tools, including customer database messaging improve repeat and new sales generation,
* Customer relationship management: comprehensive sales program organizes and improves customer lead response,
* Service: scheduling and tech efficiency trackers help improve shop operations,
* Parts: inventory tracking and buying guides minimize out-of-stocks,
* Accounting: automatic posting of all transactions eliminates daily manual entries, and
* Overall: the system tracks the complete business operation in real-time, improving coordination and decision-making.

"We are pleased to be able to provide our dealer management systems solutions to Brunswick's leading marine dealer network through Brunswick Dealer Advantage," said ADP Lightspeed's Vice President and General Manager Gregory Smith. "Our advanced software products and services can truly help transform the way a dealer does business, increasing productivity, efficiency and, of course, profitability. We look forward to helping Brunswick dealers use the power of technology to automate operations and sell more boats."

There is no cost to the dealer to participate in Brunswick Dealer Advantage, and dealers can choose the number of programs that fits their unique business needs. Dealers can contact ADP Lightspeed directly for more information about their services by calling 800-521-0309 or visiting www.adplightspeed.com/brunswick. Dealers can learn more about all the marine dealer services offered through Brunswick Dealer Advantage by calling 1-877-462-3884 or by visiting www.brunswickdealeradvantage.com.

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; Arvor, Bayliner, Boston Whaler, Cabo Yachts, Crestliner, Cypress Cay, Harris FloteBote, Hatteras, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray, Suncruiser, Trophy, Triton Aluminum, 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.

About Brunswick Dealer Advantage
Brunswick Dealer Advantage offers a broad range of dealer services designed to enhance the long-term profitability of Brunswick's dealer partners. Business services focus on four areas: attracting more retail customers, rewarding employees, enhancing operations and profitability. In the U.S., retail marketing services include Blue Water Finance, Boater's Choice insurance, Brunswick Product Protection and Mercury Product Protection extended service contracts, Boats.com, BoatTrader.com, iboats.com, and ARI (formerly Channel Blade) internet marketing. Employee rewards include discounts on AT&T and Sprint wireless, CDW technology products and on supplies form Staples. Operational and profitability enhancing services include the Brunswick Dealer Certification program, ADP Lightspeed and Constellation Dealership Software, inventory financing through Brunswick Acceptance Corporation, savings on UPS, US Bank credit card processing and more. For information on all Brunswick Dealer Advantage programs, visit http://www.brunswickdealeradvantage.com or call 877-462-3884.

About ADP Lightspeed
Automatic Data Processing, Inc. (Nasdaq:ADP), with nearly $10 billion in revenues and approximately 570,000 clients, is one of the world's largest providers of business outsourcing solutions. Leveraging over 60 years of experience, ADP offers a wide range of human resource, payroll, tax and benefits administration solutions from a single source. ADP's easy-to-use solutions for employers provide superior value to companies of all types and sizes. ADP is also a leading provider of integrated computing solutions to auto, truck, motorcycle, marine, recreational vehicle, and heavy equipment vehicle dealers throughout the world. For more information about ADP Lightspeed, reach us at 1-800-521-0309 or visit the company's Web site atwww.ADPLightspeed.com.

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