



BRUNSWICK CORPORATION FACT SHEET

September 2009

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, Diversified Marine and Benrock parts and accessories distributors; Arvor, Bayliner, Bermuda, Boston Whaler, Cabo Yachts, Crestliner, Cypress Cay, Harris, Hatteras, Kayot, Lowe, Lund, Maxum, Meridian, Ornvik, Princecraft, Quicksilver, Rayglass, Sea Ray, Sealine, Triton, 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: 2008 net sales were \$4.7 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: 87.5 million at December 31, 2008

Employees: Brunswick Corporation employs approximately 14,760 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. 2008 net sales were \$2.2 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. 2008 net sales were \$1.7 billion. The Boat Group makes *Sea Ray, Bayliner, Maxum, Hatteras, Meridian* and *Sealine* pleasure boats from 16 to 100 feet; *Boston Whaler, Cabo Yachts* and *Trophy* offshore fishing boats from 13 to 52 feet; and *Crestliner, Harris, Kayot, Lowe, Lund, Princecraft* and *Triton* 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 *Arvor, Örnvik, Quicksilver, Uttern* and *Valiant* boats. In New Zealand, Brunswick also owns the *Rayglass* boat brand.

Life Fitness Division

The Life Fitness Division is the global leader in high-quality commercial and consumer cardiovascular and strength training equipment. 2008 net sales were \$640 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 2008 were \$448 million. Brunswick makes bowling equipment and supplies as well as operates 104 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

Dan Kubera, Director – Media and Corporate Communications, 847-735-4617

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