

Brunswick Corporation 1 N. Field Court Lake Forest, IL 60045
Telephone 847.735.4700 Facsimile 847.735.4750
www.brunswick.com

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Contact: Dan Kubera
Director – Financial and Public Relations
847-735-4617

BRUNSWICK ACQUIRES SEA PRO, PALMETTO AND SEA BOSS BOATS; FORMS NEW SALTWATER BOAT GROUP

LAKE FOREST, Ill., Jan. 3, 2005 -- Brunswick Corporation (NYSE: BC) announced today it has acquired Sea Pro Boats, Inc., and Sea Boss Boats, LLC, of Newberry, S.C., for approximately \$51 million in cash. These entities produce the Sea Pro, Palmetto and Sea Boss brands of saltwater fishing boats. Additionally, there is a \$4 million earn-out provision in the transaction, which will be based on achieving 2005 performance objectives. These brands had sales estimated at approximately \$80 million in 2004.

The Sea Pro, Sea Boss and Palmetto brands will join with Brunswick's Boston Whaler to form a new Saltwater Boat Group, based in Edgewater, Fla. Michael W. Myers, currently president of Boston Whaler, will head up the new business unit, reporting directly to Dustan E. McCoy, president of the Brunswick Boat Group.

Sea Pro will continue to be based in Newberry with founder Tommy Hancock remaining as president. He will report to Myers, who also will continue to direct day-to-day operations at Boston Whaler until a successor is named.

"Two strategic goals for Brunswick are to 'fill in the white space' in key and growing segments of boating and to better 'embrace our dealers' by offering them the opportunity to represent a broad array of boats and prestigious brands. We believe this acquisition fulfills both of those objectives," explained Brunswick Chairman and Chief Executive Officer George W. Buckley. "Boston Whaler is one of the best known and most highly regarded brands in boating. The Sea Pro, Sea Boss and Palmetto brands will augment our saltwater portfolio. In turn, as with all our acquisitions, we will focus Brunswick's financial and technical resources and expertise on growing and advancing these brands."

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“As we have done with other companies that have joined the Brunswick Boat Group, we have found an able and inventive partner in Sea Pro,” said McCoy. “These are strong brands with solid management and operations, along with a dedicated work force. We look forward to the contributions they will make to the Boat Group, and believe that with our focus, commitment and the additional resources Brunswick can offer, these operations will become stronger in the marketplace.”

“A 17-year veteran of the boating industry, Mike Myers has done an excellent job of solidifying the reputation and raising the profile of Boston Whaler, one of the most prominent brands in boating,” explained McCoy. “With the combination of the well-known and respected Sea Pro, Sea Boss and Palmetto brands, a stalwart management team and a dedicated organization focusing on saltwater, the Brunswick Boat Group will now have a more meaningful presence in offshore fishing, and a more complete and potent line-up for our dealers.”

About Brunswick

Headquartered in Lake Forest, Ill., Brunswick Corporation endeavors to instill “Genuine Ingenuity”™ 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; Northstar marine electronics; Navman GPS-based products; IDS dealer management systems; Sea Ray, Bayliner, Maxum, Hatteras, Meridian, Sealine, Bermuda, Ornvik, Savage and Uttern pleasure boats; Baja high-performance boats; Arvor, Boston Whaler, Palmetto, Sea Boss, Sea Pro and Trophy offshore fishing boats; Crestliner, Lowe, Lund and Princecraft aluminum fishing, deck and pontoon boats; Attwood marine parts and accessories; Land ‘N’ Sea marine parts and accessories distributor; 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 www.brunswick.com.

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