

For more information, contact:
Matt Guilford
Brand Manager - Meridian Yachts
matt.guilford@meridian-yachts.com
p. 865.971.6313/f. 865.971.6434

Meridian Yachts is the best-selling bridge boat brand in U.S. for fourth consecutive year

FOR IMMEDIATE RELEASE

KNOXVILLE, Tenn. – March 22, 2010 – While 2009 brought a sea of change for much of the marine industry, Meridian Yachts' position as the top builder of bridge boats in the U.S. remained unchanged. According to the latest results by Statistical Surveys Incorporated, using reported state vessel registration data, Meridian Yachts was the best-selling brand of bridge boats in the country for the fourth consecutive year in 2009.

In fact, 2009 marked the highest market share ever for Meridian in the 35-60-foot bridge boat category, as the brand captured nearly 20 percent of the market. Brunswick Corporation's other major brand in the segment, Sea Ray, had the second-highest bridge boat market share. In the category, sales of Meridian and Sea Ray together exceeded the U.S. sales of the next nine brands combined. The gap between Brunswick's offerings and the competition also grew, as Meridian alone sold nearly three times as many boats in 2009 as the Number 3 competitor in the category.

"2009 was a year of significant transition for Meridian," said Sea Ray Group President Rob Parmentier. "We moved all of Meridian's production from Seattle, Wash., to Brunswick facilities on the east coast of Florida. We re-started production of two existing models and added the new 541 Sedan Bridge flagship. We'll continue bringing additional production online in 2010. Meridian's current leadership and future potential were significant considerations for Brunswick when making the substantial investment to move the brand from one corner of the country to the other. We're pleased with Meridian's retail performance during the transition."

Brad Peer, national sales manager for Meridian Yachts added, "Meridian's dealer network plays an invaluable role in maintaining Meridian's leadership position, both in terms of sales and also in the award-winning ownership experience our customer's report after the purchase. Meridian is privileged to work with the best collection of dealers in the marine industry."

About Meridian Yachts

Headquartered in Knoxville, Tenn., Meridian Yachts is America's leading builder of bridge boats. Models are available in Sedan, Aft Cabin Motoryacht and Pilothouse configurations, ranging from 34 through 60 feet. The company is part of the Sea Ray Group operating unit within the Brunswick Boat Group.

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, Lowe, Lund, 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>.