



Boston Whaler 370 Outrage Wins 2010 Miami Boat Show Innovation Award

Edgewater, Fla. (Feb. 22, 2010) – Providing boaters absolute comfort along with the best in fishing features, the Boston Whaler 370 Outrage stands out among other boats in its class, earning a National Marine Manufacturers Association (NMMA) Innovation Award at the 2010 Miami International Boat Show.

“Boston Whaler is extremely honored to have received this award for our forward-thinking and cost-effective boat manufacturing,” said Ron Berman, vice president of product development and engineering at Boston Whaler. “The 370 Outrage sets a new standard for the marine industry with its array of features and ample space.”

As Boston Whaler’s largest boat, the 370 Outrage is ideal for both entertaining guests and fishing offshore. The center console style helm makes for convenient access to controls, and the forward console lounge provides storage for rods, tackle and other items.

In addition to its spacious layout, the 370 Outrage offers a long list of standard amenities, including a large livewell, marine stereo, refrigerator/freezer and a grill. An optional Summer Kitchen replaces the livewell with an electric stove and additional refrigerator. The cabin includes a two-person berth/settee, an innovative feature for this class of boats.

The Miami International Boat Show took place February 11 to 15, and the NMMA Innovation Awards were presented in several categories of marine products. The 370 Outrage won in the Cruisers category which is made up of boats 25’ to 140’ in length.

For more information about Boston Whaler, visit www.whaler.com.

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About Boston Whaler

Founded in 1958 and headquartered in Edgewater, Fla., Boston Whaler is a business unit of Brunswick’s Outboard Boat Group. Whaler is the leading manufacturer of unsinkable family fishing boats 11 to 37 feet. For more information on The Unsinkable Legend™, please visit www.whaler.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, 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>.



Contact:

Andrew Luedke

Boston Whaler, Inc.

100 Whaler Way

Edgewater, FL 32141

Phone (386)-409-6536 / Fax (386)423-8589