



## **Boston Whaler® Launches Social Media Strategy**

**Edgewater, Fla. (Feb. 16, 2010)** – Boston Whaler, “The Unsinkable Legend,” builds the safest, highest quality and most durable boats in the world. Founded more than 50 years ago, the brand quickly became legendary and developed a loyal customer base when it proved “unsinkable,” even when cut in half for a feature by *Life* magazine. To this day, Boston Whaler continues to lead the industry with innovative designs, unique unsinkable Unibond™ construction, and world-class customer service.

To further develop the legend of Boston Whaler and foster relationships within its passionate customer base, a new social media strategy has recently been implemented. Targeting the four main social media Web sites, including Facebook, Flickr, Twitter and YouTube, Boston Whaler is providing content-rich media to drive brand interest and interaction. These efforts will engage consumers on a more personal level, and allow Boston Whaler to listen to and respond to various types of feedback.

“Ultimately, this strategy will drive product improvements, brand loyalty and repurchase intent,” said Andrew Luedke, sales administration manager at Boston Whaler.

From product design to customer service, Boston Whaler is focused on the customer to deliver the best boats and the ultimate ownership experience.

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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](http://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>.*

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