



Boston Whaler® and Costco Launch a Summer Pilot Program Exclusive to Costco Members

Edgewater, Fla. (July 5, 2010) – Boston Whaler, together with the Costco Auto Program, announces an exclusive pilot program to bring Costco members special pricing on Boston Whaler’s Super Sport, Montauk and Dauntless models. Boston Whaler will also provide Costco members with exclusive incentives up to \$2,000, all additional incentives available through other national promotions, and a \$500 Costco Cash Card after completing a post purchase Costco member survey.

“Through this promotion, Costco members can purchase one of our legendary unsinkable boats at values that can’t be found anywhere else,” said John Ward, president of Boston Whaler. “This partnership between Boston Whaler and Costco provides exceptional value for both Costco members and prospective Boston Whaler customers.”

Beginning in July, and running through the end of September, the exclusive offer will be available at 40 Boston Whaler dealer locations and approximately 150 corresponding Costco warehouses across the U.S. This special sales arrangement will provide Costco members with the same high-touch member service the Costco Auto Program is known for. Members can find more information via a dedicated toll-free number or by visiting www.CostcoAuto.com. Costco members in locations where the Boston Whaler promotion is offered will be put in touch with the nearest participating Boston Whaler dealer. Costco representatives will work closely with members purchasing at dealerships to ensure their experience exceeds their expectations.

Boston Whaler has manufactured high-quality, extremely durable and—most notably—unsinkable boats for more than 50 years. The brand’s reputation for safety and outstanding service is world-renowned. Partnering with Costco, who excels at providing its members with high quality products at superior values and exceptional service, this exclusive promotion simply extends each company’s ability to make best use of its core strengths—providing consumers with high-quality products and services.

“Costco has enjoyed success with our alliance with Sea Ray over the past year and a half,” said Jon Zweig, senior director of business and financial services for Costco Wholesale. “Through our Sea Ray promotions we have helped hundreds of consumers enjoy savings on their purchase of a Sea Ray boat. Expanding our marine offerings to include Boston Whaler’s legendary boats is a logical extension that will result in the same values for an even larger set of our Costco members.”

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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.bostonwhaler.com.

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; 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>.

About the Costco Auto Program:

The Costco Auto Program is operated by an affiliate of Costco and headquartered in San Diego, Ca. As a leader in the auto-buying industry, the Costco Auto Program consistently ranks as the top member-based program available today. By offering low, prearranged pricing and first-class customer service, the Costco Auto Program helped more than 215,000 members purchase vehicles last year through its more than 2,300 participating dealerships nationwide. costcoauto.com.

About Costco Wholesale:

Costco Wholesale Corporation is a Washington corporation publicly traded under the Nasdaq ticker symbol "COST", with its home office in Issaquah, Wash. Costco operates an international chain of membership warehouses, mainly under the "Costco Wholesale" name, that carry quality, brand name merchandise at the lowest possible prices. Costco is open only to members and offers three types of membership: Business, Gold Star (individual), and the Executive membership. Costco currently operates 566 warehouses, including 413 in the United States and Puerto Rico, 77 in Canada, 21 in the United Kingdom, seven in Korea, six in Taiwan, nine in Japan, 32 in Mexico and one in Australia. The company also operates Costco Online, an electronic commerce website, at costco.com and at costco.ca in Canada.

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