



Boston Whaler® Announces Lifestyle Magazine

Edgewater, Fla. (June 9, 2010) – With the commencement and release of *Whaler* magazine, Boston Whaler, “The Unsinkable Legend™”, gives its customers unprecedented access to the renowned on-water Whaler lifestyle.

The magazine, which will be released twice a year, is an all-encompassing guide to Whaler boating. The publication is divided into three parts: the “Navigate” section, which highlights the newsworthy people, places and happenings in the Whaler community; departments that focus on customer adventures, boat reviews, employee interviews, and Whaler technologies and programs; and a features section that shares a range of customer stories, extensive product reviews and exclusive looks into Whaler’s operations.

“Our history, our employees and, most of all, our customers demonstrate that a Boston Whaler is more than just a boat,” said Ben Cast, Boston Whaler’s vice president of sales, marketing and customer service. “It’s truly a lifestyle. Whaler carries an amazingly rich legacy and some incredible stories — things that you can’t properly share in a promotional piece or a catalog. A magazine platform allows us to tell the brand story to anybody, anywhere.”

Whaler magazine is a resource for owners and prospective customers to learn about Whaler’s extensive boat line and boating heritage, while delivering the Whaler lifestyle through rich editorial content and breathtaking photography. The magazine also highlights relevant services, programs and accessories that can take the boating experience to the next level.

The premiere issue’s Navigate section features, among other things, an analysis of the soon-to-be-re-launched www.whaler.com, a profile of a Whaler employee, and a snapshot of the Brunswick Commercial and Government Products unit, in which Whaler plays a large part. The departments cover a “Saved by Whaler” customer story, a review of the unique Super Sport program and a review of the 370 Outrage. Features include a recap of this year’s inaugural FishTopia event, a dive into the history of the brand and an all-access look inside Whaler’s Edgewater, Fla., manufacturing plant.

“We’re thrilled about this premiere issue,” Cast said. “You’ll really get to see what Whaler is all about, learn some of our background, check out our new programs and models, and hear memorable stories about our greatest brand ambassadors — Whaler boaters.”

Anyone can subscribe to this magazine by becoming a member of the Boston Whaler Owners Club on the Whaler website.

For more information about Boston Whaler, visit www.bostonwhaler.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.bostonwhaler.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 stern drives 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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