



**Dustan E. McCoy**  
Chairman and Chief Executive Officer

To the boating community:

Whether you are a current boat owner, thinking of returning to, or beginning boat ownership, you should know two things. First, there has never been a better time to upgrade or buy a boat; and second, the company you buy from has never been more of an important choice.

There is no sugarcoating it – the economic downturn has hit the marine market particularly hard, delivering the softest sales in 40 years. The market has pushed many of Brunswick Corporation's competitors to the edge; some have recently faced or entered bankruptcy. In contrast, Brunswick — the company behind Mercury Marine, Mercury MerCruiser and 16 leading boat brands in North America — has taken decisive action to maintain its financial viability and leadership in the industry.

The leadership position that Brunswick has maintained for decades is still true today thanks to judicious cost reduction, sober market analysis and improved efficiency throughout our operations. You can feel confident about your Brunswick-backed boat or engine purchase, thanks to the resources, support and stability we provide to each of our marine companies.

In short, our boat and marine engine brands have weathered the storm successfully, and now Brunswick is uniquely able to offer the assurances that any savvy boat owner or buyer should be seeking in the current market: (1) financial security; (2) leading brands; (3) dependable warranties and service; (4) a vast and robust dealer network; and, (5) longevity and commitment to boating.

As Brunswick's Chairman and Chief Executive Officer, I know how much technical and creative capital is represented in our fleet. Decades of innovation, change and enterprise have led to the leading line-up of boating products in the world. These strengths are all the more meaningful in today's economic climate.

As you browse your local dealership or boat show this season, I invite you to consider the difference that buying a Brunswick boat brand can make. Brunswick's 165 years of leadership and its long legacy of quality products and service offer assurance that we will be there when you need us. When the time comes to turn to your boat company for support, it could make all the difference in the world.

Thank you,

A handwritten signature in blue ink that reads "Dustan McCoy".

Dustan E. McCoy