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INDOOR CYCLING GROUP JOINS LIFE FITNESS FAMILY

Leading indoor cycling brand enhances group training offering

ROSEMONT, Ill., Aug. 31, 2016 – Life Fitness, the global leader in commercial fitness equipment, today announced that its parent company, Brunswick Corporation (NYSE: BC), has completed its acquisition of Germany’s Indoor Cycling Group (ICG), a leading provider of indoor cycling equipment.

The intention to acquire the company was first announced in July, and was subject to review by the German competition authority, which has now been completed. Terms of the transaction were not disclosed.

ICG is the latest acquisition to join Life Fitness’ leading health, fitness and well-being brand portfolio and further diversifies the Company’s product offering while augmenting its participation in the group training category.

“We’re excited to welcome the ICG team to our Life Fitness family. Their innovative technology, indoor cycling expertise and talented team position us to advance in the indoor cycling and group training categories,” said Life Fitness President Chris Clawson.

Founded in 1995, ICG is headquartered in Nuremberg, Germany, and is the leading supplier of indoor cycling bikes through both direct and distributor channels. With a full line of bikes known for their aesthetics, design and integrated technologies, ICG is singularly focused on the indoor cycling business, making its products, technology and on-staff experts unmatched in the industry.

The ICG product line will benefit from Life Fitness’ expansive global distribution network, serving over 120 countries.

For more information about Life Fitness and its family of brands, visit www.lifefitness.com. For more information about ICG, visit www.teamicg.com.

About Life Fitness

Life Fitness is the global leader in commercial fitness equipment and game tables and furnishings. The company manufactures and sells its strength and cardiovascular equipment, productive well-being equipment, billiards tables and accessories, and game room furniture under the brand names Life Fitness, Hammer Strength, Cybex, Indoor Cycling Group, SCIFIT, InMovement and Brunswick Billiards. Its equipment is distributed to more than 120 countries. Headquartered outside Chicago, in Rosemont, Ill., Life Fitness is a division of Brunswick Corporation (NYSE: BC).

About Brunswick

Headquartered in Lake Forest, Ill., Brunswick Corporation’s leading consumer brands include Mercury and Mariner outboard engines; Mercury MerCruiser sterndrives and inboard engines;



MotorGuide trolling motors; Attwood, Garelick and Whale marine parts and accessories; Land 'N' Sea, Kellogg Marine, Diversified Marine, BLA and Bell RPG parts and accessories distributors; Bayliner, Boston Whaler, Brunswick Commercial and Government Products, Crestliner, Cypress Cay, Harris, Lowe, Lund, Meridian, Princecraft, Quicksilver, Rayglass, Sea Ray, Thunder Jet and Uttern; Life Fitness, Hammer Strength, Cybex, Indoor Cycling Group and SCIFIT fitness equipment; InMovement products and services for productive well-being; and Brunswick billiards tables, accessories and game room furniture. For more information, visit <http://www.brunswick.com>.

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