

## PRESS RELEASE

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### **BRUNSWICK INSTALLS FIRST BOWLING LANES ON A CRUISE SHIP**

**MUSKEGON, Mich., Jan. 23, 2007** – Brunswick Bowling & Billiards is happy to announce a new installation of four bowling lanes on board Norwegian Pearl, a brand new Norwegian Cruise Line (NCL) ship.

The 965-foot Norwegian Pearl was christened on Dec. 16, 2006, in Miami, Fla. by her Godmother, talk show host Rosie O'Donnell. Her new design combines NCL's Freestyle Cruising with state-of-the-art amenities, offering passengers convenience and many on-board recreational options.

The 15-deck luxury liner holds 2,394 passengers and offers 10 restaurants, 13 bars and lounges, a theater, spa, art gallery and more. The bowling lanes are part of an innovative 24-hour sports bar and lounge called Bliss Ultra Lounge and Night Club. During the day, bowling is featured along side flat-screen televisions and video games. At night, Bliss' scenery changes to a modern lounge with a dance floor, DJ and bar.

The bowling center features Brunswick Anvilane™ synthetic lanes, Vector® scoring systems, GS-X™ pinsetters and Pinball Wizard™ bumper bowling.

#### **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; Teignbridge propellers; MotoTron electronic controls; Albemarle, Arvor, Baja, Bayliner, Bermuda, Boston Whaler, Cabo Yachts, Crestliner, HarrisKayot, Hatteras, Laguna, Lowe, Lund, Maxum, Meridian, Örnvik, Palmetto, Princecraft, Quicksilver, Savage, Sea Boss, Sea Pro, Sea Ray, Sealine, Triton, Trophy, Uttern and Valiant boats; Attwood marine parts and accessories; Land 'N' Sea, Kellogg Marine, Diversified Marine and Benrock parts and accessories distributors; IDS dealer management systems; Life Fitness, Hammer Strength and ParaBody fitness equipment; Brunswick bowling centers, equipment and consumer products; Brunswick billiards tables; and Valley-Dynamo pool, Air Hockey and foosball tables. For more information, visit [www.brunswick.com](http://www.brunswick.com).*

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