

PRESS RELEASE

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GAMEWORKS LAS VEGAS TO ADD VIRTUAL BOWLING BY BRUNSWICK AS NEWEST ATTRACTION

MUSKEGON, Mich., May 3, 2007 – Brunswick Bowling & Billiards is pleased to announce that GameWorks, a casual dining and location-based entertainment company owned by Sega Entertainment Inc., will soon offer Virtual Bowling as a new attraction at its Las Vegas location. It is scheduled to be available for customers' enjoyment in mid-May.

GameWorks, located on the Las Vegas strip in front of the MGM Grand Casino Resort and across from New York, New York Casino Resort, will be equipped with two lanes of Virtual Bowling.

Virtual Bowling combines the popularity of bowling with today's high-tech video and simulation games. Complete with realistic sounds, bowlers roll a ball down a shortened lane, where sensors detect the speed and direction of the ball as it enters the virtual world. The lanes at GameWorks will be outfitted to support regulation bowling balls, supplying players with the most high-tech, fun bowling experience possible, in one of the coolest places on the strip.

"The Virtual Bowling attraction is a perfect addition to GameWorks Las Vegas," said Pat Hart, vice president of operations for Sega Entertainment USA, Inc. "It is a natural extension of our total entertainment fix of food, games and fun. Bowling has seen a strong comeback, reaching many demographics. Guests visiting Las Vegas expect the latest in entertainment, and by adding Virtual Bowling, GameWorks meets those expectations."

There are currently 16 GameWorks locations in the United States, including Seattle, Wash., where the first facility opened in 1997.

GameWorks in Long Beach, Calif., and Minneapolis, Minn., both include 10 lanes of regulation bowling on Brunswick equipment as part of their entertainment attractions.

Each facility includes a full service restaurant and bar, and a gaming floor categorized into separate zones so guests can easily access their favorite attractions. Some of the games and attractions at the Las Vegas location include Crazy Taxi High Roller, Indy 500, and House of the Dead 4.

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.

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