

# CYPRESS CAY

## For Immediate Release

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## Cypress Cay Recognized with 2016 NMMA CSI Award

Cypress Cay was once again recognized by the National Marine Manufacturers Association (NMMA) with the 2016 Marine Industry's CSI Award. The CSI (Customer Satisfaction Index) Award recognizes marine manufacturers whose pursuit of continuous improvement earns them tremendous customer support.

One of only 52 boat and engine manufacturers in the nation to receive this honor, Cypress Cay earned its award in the Pontoon Boat category at the 2017 Progressive Insurance Miami International Boat Show in Miami, Florida.

"It is an incredible honor to be recognized in this way. We have such a loyal customer base and we will do everything in our power to keep their satisfaction level high," said Cypress Cay president Jorge Valdes. "Equipping our customers with supreme confidence on the water is our top priority."

The Marine Industry CSI Awards honor boat and engine manufacturers who actively measure customer satisfaction and pursue continuous improvement to better serve their customers. Award recipients achieved an independently-measured standard of excellence of 90 percent or higher in customer satisfaction over the past program year, based on information provided by customers purchasing a new boat or engine during the period between Jan. 1, 2016 and Dec. 31, 2016. Participating manufacturers must survey all new boat buyers during this period. For this reporting period, the program surveyed more than 122,000 customers.

### About Cypress Cay

Cypress Cay offers a history filled with safety, distinctive styling, unsurpassed comfort, and superior construction.

Cypress Cay is a part of the Brunswick Corporation (NYSE: BC), producer of pleasure boats and marine engines. This provides Cypress Cay with strength and expertise along with the resources to employ the industry's best people to fund strength and expertise providing ideas, innovations and investments required to continue to be an industry leader. For more information, visit [www.cypresscaypontoons.com](http://www.cypresscaypontoons.com).

### 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, Payne's Marine and BLA 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>.