



### DEALERSHIP BENEFIT LEVEL AFFIDAVIT

Thank you for your interest in applying for the exclusive Brunswick Dealer Advantage Gold and Platinum level dealer services. Brunswick Dealer Advantage helps you boost sales, reward employees, improve operational efficiencies, and save money. It pays to have Brunswick behind you. The following retail sales calculations will help you determine which benefit level you qualify for, and when submitted to us, serves as your benefit access confirmation starting today through the coming model year.

Brunswick Dealer Advantage benefit levels are based on the percentage of your projected MY 2011 retail sales related to Life Fitness and Parabody product. Please note that this percentage should be calculated by using sales figures of treadmills, ellipticals, exercise bikes, free weight stations, and gym systems. Barbells, dumbbells, fitness balls, watches, bands, mats, and other accessories not manufactured by Life Fitness need not be included in this percentage. Multi-locations qualify by aggregating sales across all dealerships into one figure.

Please provide the best information you have available. Gold and Platinum benefit levels need to be reconfirmed on an annual model year basis to continue to take advantage of these higher level programs.

#### BENEFIT LEVEL REQUIREMENTS

SILVER	GOLD	PLATINUM
Dealership must be a Life Fitness or ParaBody brand dealer in good standing.	15% of all new fitness equipment <i>sold</i> by your dealership must be Life Fitness or ParaBody brand fitness equipment.	30% of all new fitness equipment <i>sold</i> by your dealership must be Life Fitness or ParaBody brand fitness equipment.

Dealership Name(s): \_\_\_\_\_

Dealership Number(s): \_\_\_\_\_

Owner/Principal Email(s): \_\_\_\_\_

#### BENEFIT CALCULATION (Projected)

Life Fitness or Parabody brand fitness equipment <i>sold</i> in 2011 CY	Total new fitness equipment of any brand <i>sold</i> in 2011 CY	Estimated Life Fitness % of sales
	÷	=

The undersigned is authorized to provide to Brunswick Corporation ("Brunswick") at Brunswick's request, documentation, including but not limited to receipts from all retail sales necessary to establish its entitlement to the certain Dealer Advantage eligibility status, and agrees that Brunswick is the sole judge as to the sufficiency of the submitted documentation. Failure to submit documentation satisfactory to Brunswick when requested is sufficient cause for Brunswick to reject the application for Dealer Advantage eligibility status. Brunswick may engage the services of a third party to evaluate dealer's submission, and dealer agrees to cooperate fully with either Brunswick or third party personnel in confirming the dealer's eligibility for participation in this program.

The undersigned declares that all fitness equipment sold by the dealership during the duration of the 2011 Calendar Year, including non-Life Fitness equipment, have been calculated to determine the given dealer participation level.

All information provided in this affidavit will be kept confidential to Brunswick.

Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Please return to: Mercury Marine  
c/o Brunswick Dealer Advantage  
P.O. Box 1939  
Fond du Lac, WI 54936-1939

or

Fax: (920) 926-2690

or

Email: [dealeradvantage@brunswick.com](mailto:dealeradvantage@brunswick.com)

If you have any questions regarding eligibility or anything related to Brunswick Dealer Advantage, please contact a Brunswick Dealer Advantage Specialist at 877-GO-ADVTG (877-462-3884).

To see all the benefits offered in Brunswick Dealer Advantage visit [www.brunswickdealeradvantage.com](http://www.brunswickdealeradvantage.com).

## PROGRAM INTEREST FORM

Brunswick Dealer Advantage helps you boost sales, reward employees, improve operational efficiencies, and save money. It pays to have Brunswick behind you. Below is a list of all programs available through Brunswick Dealer Advantage. To receive more information about any of these programs, please select the appropriate boxes and return the form to a Brunswick Dealer Advantage Specialist.

Program	Benefit Customer, Employee, Operations	Level Silver, Gold, Platinum	Interest
<b>ADP</b> – Payroll & Tax Administration	O	G, P	<input type="checkbox"/>
<b>Aetna</b> – Dental and Vision Discounts	E	G, P	<input type="checkbox"/>
<b>Arthur J. Gallagher</b> – Property, Casualty & Workers Comp	O	G, P	<input type="checkbox"/>
<b>AT&amp;T</b> – Wireless Services	E	S, G, P	<input type="checkbox"/>
<b>AXA Advisors, LLC</b> – Succession Planning	O	G, P	<input type="checkbox"/>
<b>AXA Equitable</b> – Retirement Planning Services	E	G, P	<input type="checkbox"/>
<b>Brunswick Billiards</b> – Employee Purchase Program	E	P	<input type="checkbox"/>
<b>Brunswick Foundation</b> – Scholarship Program	E	G, P	<input type="checkbox"/>
<b>CDW</b> – Technology Products	E, O	S, G, P	<input type="checkbox"/>
<b>Ford Motor Company</b> – Fleet Vehicle Discounts	O	P	<input type="checkbox"/>
<b>General Motors</b> – Supplier Pricing on Vehicles	E, O	P	<input type="checkbox"/>
<b>Sprint</b> – Wireless Services	E, O	S, G, P	<input type="checkbox"/>
<b>Staples</b> – Office Supplies and Printing	O	S, G, P	<input type="checkbox"/>
<b>Threds</b> – Wearables and Promotional Items	C, E, O	S, G, P	<input type="checkbox"/>
<b>UPS</b> – Small Package Shipping	O	S, G, P	<input type="checkbox"/>
<b>US Bank</b> – Credit Card Processing	C, O	S, G, P	<input type="checkbox"/>

To receive more information about the programs listed above, fax the completed form to a Brunswick Dealer Advantage Specialist at **920-926-2690** or email it to **info@brunswickdealeradvantage.com**.