MOSSY OAK AND BRP TO COLLABORATE

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West Point, Mississippi, January 8, 2015 – BRP and Mossy Oak®, outdoor industry leader in modern camouflage design, have concluded a joint marketing agreement to bring the ultimate powersports experience to hunters and outdoor enthusiasts.

"You'd be hard-pressed to find a hunter or land owner that doesn't own an ATV or side-by-side vehicle. These vehicles have become a necessary tool for outdoors people," said Chris Paradise, Sr. Vice President and Chief Sales Officer for Mossy Oak. "With the addition of Mossy Oak to the tough and powerful Can-Am off-road line-up, the best of concealment and performance are combined for the must-have, all-terrain vehicle."

"The timing of our new agreement with BRP could not be more ideal given that 2015 marks the launch year for Mossy Oak's all new Break-Up® Country™ pattern, which will be featured on future Can-Am products. We at Mossy Oak consider this revolutionary new pattern to be our best ever and are very excited to work with BRP to bring it to life for our loyal Mossy Oak consumers," added Ben Maki, Sr. Vice President and Chief Marketing Officer for Mossy Oak.

"Hunters and outdoor enthusiasts demand the best from their ATV or side-by-side vehicle," said Louis Lévesque, vice-president, Global Marketing and Consumer Experience. "Our agreement with Mossy Oak will strengthen BRP's Can-Am off-road line-up offering to give owners the ultimate all-terrain vehicle."

For more information about Mossy Oak, visit www.mossyoak.com. To learn more about Can-Am, visit www.can-am.brp.com.

About Mossy Oak
Mossy Oak produces officially licensed products of Haas Outdoors Inc. Haas Outdoors Inc. is headquartered in West Point, Miss., was established in 1986 and is home of Mossy Oak (www.mossyoak.com). Mossy Oak specializes in developing and marketing modern camouflage designs for hunters and outdoorsmen. Mossy Oak patterns can be found on a multitude of products worldwide. Haas Outdoors Inc. is the outdoor industry leader in modern camouflage design, international licensing and marketing. Haas Outdoors Inc. markets its services and products under widely recognized brands including: Mossy Oak, BioLogic, Mossy Oak Productions, MOOSE Media, Nativ Nurseries, GameKeepers and Mossy Oak Properties.

About BRP
BRP (TSX: DOO) is a global leader in the design, development, manufacturing, distribution and marketing of powersports vehicles and propulsion systems. Its portfolio includes Ski-Doo and Lynx snowmobiles, Sea-Doo watercraft, Can-Am all-terrain and side-by-side vehicles, Can-Am Spyder roadsters, Evinrude and Rotax marine propulsion systems as well as Rotax engines for karts, motorcycles and recreational aircraft. BRP supports its line of products with a dedicated parts, accessories and clothing business. With annual sales of over CA$3 billion from 105 countries, the Company employs approximately 7,100 people worldwide.

www.brp.com
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