BRIGGS & STRATTON CORPORATION STOCK OWNERSHIP GUIDELINES

Briggs & Stratton's Board of Directors has adopted these stock ownership guidelines to align the interests of the company's directors and executives with the interests of stockholders and to promote its commitment to sound corporate governance.

Guideline for Directors

Each non-employee director is required to hold shares of Briggs & Stratton common stock with a value equal to five times the annual cash retainer paid to the director. Compensation for serving as the lead director, a committee chair or a committee member is excluded.

Stock grants to non-employee directors vest one year after the grant date, but if the director does not yet meet the stock ownership guidelines the vesting date is automatically deferred until the director retires from the Board. Directors may also elect to defer stock vesting dates under the company's Deferred Compensation Plan for Directors.

Guidelines for Executives

Stock ownership guidelines for Board-elected officers and managers in the Key Manager Stock Award Program are a multiple of the executive's base salary. The guidelines are –

Executive Position Multiple of	
Chief Executive Officer5XChief Operating Officer4XExecutive and Senior Vice Presidents3XOther Elected Officers2XKey Managers1X	

Until the applicable ownership is achieved, the executive is required to retain ownership of at least 40% of the pretax value of vested restricted stock, deferred stock and performance shares, and 40% of the pretax spread value of exercised stock options.

Calculation of Guidelines and Stock Ownership

Calculation of Guidelines

The guidelines will be calculated initially using annual cash retainers and annual salaries in effect when the guidelines become effective or when a director or executive becomes subject to them. Guidelines will be re-calculated annually as of November 30 for directors and as of June 30 for executives based on current salaries, and will also be re-calculated whenever an executive changes his or her position.

Calculation of Stock Ownership

Shares that count towards achievement of the required stock ownership include:

- Shares owned outright by a director or executive.
- Shares owned by any immediate family member residing in the same household.
- Shares held in trust for the benefit of the director or executive or his or her family.
- Unvested restricted or deferred stock awarded or granted by the company.

Unexercised stock options and unvested performance shares do not count towards the required stock ownership.

The value of stock owned by a director or executive is calculated using the average of the daily closing price of the company's stock over the six-month period preceding the calculation.

Effective Date, Reporting and Exceptions

These guidelines take effect on September 1, 2011.

Stock ownership will be measured and reported annually to the Compensation Committee at its January meeting for directors and at its August meeting for executives. The Committee will provide the Board with a report on compliance with the guidelines.

The Committee may in its discretion waive the guidelines for a director or executive, if compliance would create severe hardship or prevent a director or executive from complying with a court order, as in the case of a divorce settlement. It is expected that waivers will be rare.