NEWS RELEASE

MCBC Holdings, Inc. Announces Corporate Name Change to MasterCraft Boat Holdings, Inc.

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VONORE, Tenn., Nov. 07, 2018 (GLOBE NEWSWIRE) -- MCBC Holdings, Inc. (NASDAQ: MCFT) (the "Company"), a leading innovator, designer, manufacturer and marketer of premium recreational powerboats through its three wholly-owned subsidiaries, MasterCraft Boat Company, LLC ("MasterCraft"), NauticStar, LLC ("NauticStar"), and Crest Marine, LLC ("Crest"), today announced that, effective immediately, the Company has changed its corporate name to MasterCraft Boat Holdings, Inc. The Company's ticker symbol on the NASDAQ Exchange will remain "MCFT" and names of subsidiaries will not be affected.

President and CEO Terry McNew stated, "As we've continued to successfully execute our strategy of acquiring premium brands focused on serving the fastest growing segments of the powerboat industry, the name "MCBC" does not sufficiently reflect the premium, iconic nature of our flagship brand, MasterCraft, and our growing diversified portfolio. The new name – MasterCraft Boat Holdings – will continue to represent a powerboat portfolio recognized for innovation, performance, premium quality and strong growth, as well as expand our recognition with both institutional and retail investors as a company focused on providing attractive returns to shareholders."

Forward-Looking Statements
This press release includes forward-looking statements (as such term is defined in the Private Securities Litigation Reform Act of 1995). Forward-looking statements can often be identified by such words and phrases as "believes," "anticipates," "expects," "intends," "estimates," "may," "will," "should," "continue" and similar expressions, comparable terminology or the negative thereof.

Forward-looking statements are subject to risks, uncertainties and other important factors that could cause actual results to differ materially from those expressed or implied in the forward-looking statements, including general economic conditions, demand for our products, changes in consumer preferences, competition within our industry, our reliance on our network of independent dealers, our ability to manage our manufacturing levels and our large fixed cost base, and the successful introduction of our new products. These and other important factors discussed under the caption "Risk Factors" in our Annual Report on Form 10-K for the fiscal year ended June 30, 2018, filed with the Securities and Exchange Commission (the "SEC") on September 7, 2018, and our other filings with the SEC could cause actual results to differ materially from those indicated by the forward-looking

statements. The discussion of these risks is specifically incorporated by reference into this press release.

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