



NEWS RELEASE

MasterCraft Boats Make Waves with New BAYWATCH Movie Partnership

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National Promotions Provide Tickets to Dealers, Consumers Across America

VONORE, Tenn., May 25, 2017 (GLOBE NEWSWIRE) -- Leading sport boat manufacturer MasterCraft Boat Company (NASDAQ:MCFT) has partnered with Paramount Pictures on the new movie *BAYWATCH*, debuting in theaters today. The movie features action-packed cameos of MasterCraft X30 sport boats, and the company will celebrate its part in the film through a themed marketing and promotional campaign.

Photo credit: Frank Masi

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/b77ba891-ea71-45d7-b771-76625da131ad>

"It's a thrill to be part of a production like *BAYWATCH* and see our boats in action on the big screen," said Terry McNew, President and CEO of MasterCraft Boat Company. "We're pleased to share this excitement and celebrate with our dealers, MasterCraft owners and fans through a campaign that will help them enjoy this summer film."

MasterCraft is offering hundreds of opportunities for people to win free* tickets to see *BAYWATCH* through a variety of campaign channels. Participating MasterCraft dealers are offering opportunities for customers and boat owners to win tickets by visiting their dealerships. Consumers can also enter to win tickets through social media promotions and through the MasterCraft.com website.

For more information about MasterCraft and these promotional opportunities, please visit MasterCraft.com.

For more information about *BAYWATCH*, please visit thebaywatchmovie.com.

About MCBC Holdings, Inc.:

Headquartered in Vonore, Tenn., MCBC Holdings, Inc. (NASDAQ:MCFT) is the parent of MasterCraft Boat Company, a world-renowned innovator, designer, manufacturer, and marketer of premium performance sport boats. Founded in 1968, MasterCraft has cultivated its iconic brand image through a rich history of industry-leading innovation, and more than four decades after the original MasterCraft made its debut the company's goal remains the same - to continue building the world's best ski, wakeboard, wakesurf and luxury performance powerboats. For more information, visit www.mastercraft.com.

About Paramount Pictures Corporation

Paramount Pictures Corporation (PPC), a global producer and distributor of filmed entertainment, is a unit of Viacom (NASDAQ:VIAB)(NASDAQ:VIA), a leading content company with prominent and respected film, television and digital entertainment brands. Paramount controls a collection of some of the most powerful brands in filmed entertainment, including Paramount Pictures, Paramount Animation, Paramount Television, Paramount Vantage, Paramount Classics, Insurge Pictures, MTV Films, and Nickelodeon Movies. PPC operations also include Paramount Home Media Distribution, Paramount Pictures International, Paramount Licensing Inc., and Paramount Studio Group.

*Up to \$13 each, code expires 6/30/17. See www.mastercraft.com/baywatch for full details.

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