



NEWS RELEASE

MasterCraft Connects Consumers to the Water Lifestyle with New Online Destination, 'The Craft'

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Website Hocks Summertime Goods in time for Holiday Shopping

VONORE, Tenn., Nov. 23, 2016 (GLOBE NEWSWIRE) -- Resulting from the growing aspirational outdoor lifestyle of its consumers, MasterCraft (NASDAQ:MCFT) today introduced its dedicated online lifestyle portal, The Craft. An extension of the sport boat leader's lifestyle brand marketing, The Craft (craftlife.com) creates a lifestyle connection through shopping, stories, personalities, products and ultimately the fun of boating.

"The Craft reflects our customers' experiences both on and beyond the boat," said Jay Povlin, MasterCraft Vice President of Sales and Marketing. "Our customers are active people who regularly bounce between boating and their other outdoor activities every chance they get. As a result, the Craft was created to give our customers the best way to shop for everything on the water and much more."

This new online destination debuts in time for holiday shoppers to purchase items from leading surf brands, including: Captain Fin, ENO hammocks, Futures Fins, Mizu, Priority Bicycles, Rusty Surfboards, Von Zipper, and Wake RX by Doc Lausch. The Craft will also chronicle stories related to all things boating and our consumers' active lifestyles beyond the sport, whether it's going back stage with recording artist and MasterCraft ambassador Donavon Frankenreiter, or the idyllic experience of dropping a new boat for the first time in glassy warm water.

The Craft over time will add new brands as partners in the shopping experience as well as additional stories and news related to the boating lifestyle. For more information, visit www.craftlife.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.

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