



NEWS RELEASE

MasterCraft Joins American Boatbuilders Association

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MARIETTA, Ga., Oct. 11, 2017 (GLOBE NEWSWIRE) -- The American Boatbuilders Association (ABA) today proudly announced the induction of MasterCraft Boat Company into its prestigious buying group. The roster of membership in the ABA is an industry "who's who" of strong, independent boat manufacturing companies.

Terry McNew, President and CEO of MCBC Holdings, Inc., parent company to MasterCraft Boats and NauticStar, said, "We are extremely proud to have been nominated and unanimously voted for inclusion into the ABA by its members. All ABA members benefit from the work done by ABA President Jay Patton and his team to the betterment of the industry at large. Given the timing of our joining the ABA, then our acquisition of NauticStar Boats, who is already a member of the ABA, this membership is a significant benefit for the MasterCraft brand from many perspectives."

"The ABA is honored to welcome MasterCraft as a new member and it is a privilege for ABA to have MasterCraft join forces with our industry leaders," said Jay Patton, ABA President. "Through the coalition, the company will gain a competitive advantage with increased purchasing power and the ability to collaborate and innovate alongside other top-tier manufacturers. MasterCraft is an excellent company that brings value to ABA and we look forward to working together."

About MCBC Holdings, Inc.

Headquartered in Vonore, Tenn., MCBC Holdings, Inc. (NASDAQ:MCFT) is the parent entity of MasterCraft Boat Company and NauticStar, LLC.

About MasterCraft Boat Company

MasterCraft is a world-renowned innovator, designer, manufacturer, and marketer of premium performance sport boats. Founded in 1968, the company 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 NauticStar

Founded in 2002, NauticStar is located on 17 acres in Amory Mississippi. With more than 200,000 square feet of manufacturing floor space, NauticStar is one of the top producers of high quality bay boats, deck boats and offshore center console boats from 18 to 28 feet. Professional and sport fishermen, recreational and pleasure boating enthusiasts appreciate the many standard and available features that are offered by NauticStar for a customized fit for their lifestyle. For more information on NauticStar Boats' full line of boats, visit www.NauticStarBoats.com or call 662-256-5636 for your local NauticStar dealer.

About the American Boatbuilders Association:

The American Boatbuilder Association is an alliance of 17 leading independent US boat manufacturers. ABA members include Bass Cat, Bryant Boats, Chaparral & Robalo Boats, Nautique, Fineline Industries, Grady-White Boats, Monterey Boats, MasterCraft, Nautic Star Boats, Ranger Tugs & Cutwater Boats, Regal Marine Industries, Pursuit Boats, S2 Yachts - Tiara, Sea Ark Boats, Sportsman Boats Manufacturing, Stingray Boats, Thunderbird-Formula, and Tige Boats. Since 1992, ABA's mission is to use the collective buying power to improve their competitive position, and to share knowledge and best practices among their members.

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Source: MCBC Holdings, Inc.