



NEWS RELEASE

MasterCraft Partners with Klipsch Audio to Offer First-Ever, Best-in-Class Marine Audio Systems

2017-06-20

Customizable Audio Systems Bring Superior Sound to New MasterCraft Boats

VONORE, Tenn., June 20, 2017 (GLOBE NEWSWIRE) -- MasterCraft Boat Company (NASDAQ:MCFT) today announced an exclusive partnership with Klipsch Audio to bring premium, concert-level sound on its new sport boats. World-class, premium audio equipment manufacturer, Klipsch Audio, has created its first-ever marine speakers and amplification solutions that are exclusively offered on MasterCraft boats. Heralded in the music industry for its pioneering achievements and the power of its audio systems, new Klipsch Audio systems now create a heavy-hitting, customizable concert-style entertainment experience on a MasterCraft.

Exclusive Klipsch speaker for MasterCraft Boats

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Photos accompanying this announcement are available at

<http://www.globenewswire.com/NewsRoom/AttachmentNg/6e9b3aac-a438-4dd2-ad12-50772eefcecf>

<http://www.globenewswire.com/NewsRoom/AttachmentNg/834edbdd-0818-446f-b142-f0dcba819f4b>

“We’re dedicated to providing the best experiences on the water for our customers, and our partnership with Klipsch enables MasterCraft to create an exclusive, first-ever audio experience on the water that will truly blow people away,” said Terry McNew, President and CEO of MasterCraft Boat Company. “We spend a lot of time focused on customizing boats to our owners’ needs – from the look and style of the boat to the wake behind it. Digitally-controlled custom, concert-level sound is an incredibly exciting new on-board entertainment option that we know people of all ages will enjoy.”

For the first time, Klipsch Audio brings over 70 years of expertise to the water to debut premium, custom engineered marine audio systems exclusively for MasterCraft. Working with Klipsch amplification systems, Klipsch speakers use less power while adding more volume with minimal distortion - even at peak levels. Beyond its sheer power (up to 120 dB), the new sound system is tuned for a rich, accurate sound across a broad frequency range. It doesn’t exaggerate any part of the music. The new Klipsch speakers are marine-specific - from controlled directivity to being completely water tight and protected from the elements.

“We are excited to bring the power, detail, and emotion of the live music experience that only Klipsch speakers deliver to the world of boating with our strategic partner Mastercraft. Klipsch speakers have stood the test of time and we are thrilled to bring this unparalleled audio experience to MasterCraft consumers,” said Oscar Bernardo, Chief Operating Officer for Klipsch Group, Inc.

MasterCraft partnered with Bongiovi Acoustics to implement its Digital Power Station™ (DSP) technology to customize the new Klipsch-powered system specifically into MasterCraft’s boats. The Bongiovi DSP contains a unique, patented digital audio signal processor that adjusts real time to music to ensure concert level sound - another first for the marine industry. The Bongiovi DSP module is tunable, changing the sound of the system depending on which software mode is selected by the driver. With three modes to choose from - drive, tow and chill – drivers can have customized sound to every MasterCraft boat while under operation.

MasterCraft’s new Klipsch Audio systems will remain an exclusive to the company for a period of five years through an agreement with ASA Electronics, a leading designer, manufacturer and distributor of mobile electronic products.

Klipsch Audio systems will debut on new 2018 MasterCraft boats. To learn more about MasterCraft’s new Klipsch Audio systems please visit: <http://www.mastercraft.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 Klipsch Audio

In 1946 Paul W. Klipsch, inventor, acoustics pioneer and maverick, founded Klipsch Audio with the sole purpose of bringing the power, detail and emotion of the live music experience into his living room. Through the use of highly efficient speaker designs, handcrafted cabinetry and a thirst for real engineering breakthroughs – Klipsch, the great American loudspeaker company, was born in Hope, AR. Today, our diverse range of quality audio products includes speakers and headphones for almost any consumer and professional application – including cinema, whole-house, wireless, home theater and portable offerings. Honoring our founder's legacy, Klipsch continues to be the legendary high-performance brand of choice for audiophiles and aficionados around the world. We are the Keepers of the Sound®. Klipsch Group, Inc. is a VOXX International Company (NASDAQ:VOXX).

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MCBC Holdings, Inc.