



NEWS RELEASE

MasterCraft Revolutionizes Boat Docking with Towsports Industry-First Dockstar Handling System

2016-06-21

New Innovation Brings Confidence to Inboard Boat Handling

VONORE, Tenn., June 21, 2016 (GLOBE NEWSWIRE) -- MasterCraft (NASDAQ:MCFT) claims another towsports industry-first with today's unveiling of its revolutionary new Dockstar Handling System that enables boat drivers of any ability level to confidently drive in reverse and more easily navigate tight docks and crowded marinas.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/83d0ab03-ec9a-4452-99af-62def7ad7e0f>.

A video accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/50c467e7-1460-4cd2-a1bc-cbefcbdc34d4>.

MasterCraft's engineering team conquered two equally important charters with the innovative Dockstar Handling System: enable drivers to control a boat in both directions in reverse and improve

the docking and maneuverability capabilities of an inboard drive MasterCraft. The innovative Dockstar Handling System enables this through a pair of low-profile, flanking rudders that enable port-side reverse control, which was previously unattainable with inboard towboats, while also greatly assisting during docking and controlling the vessel at low speeds.

Drivers used to traditional inboard handling will be amazed at the boat's ability to reverse both port and starboard without having to compensate while newcomers to the inboard category, especially from the outboard or stern drive category, will instantly feel comfortable maneuvering in even the tightest spaces.

"MasterCraft and its progression are about making time on the water easier," said Terry McNew, President and CEO of MasterCraft. "After we identified a way to make boating with a MasterCraft even better for our customers, we put our team of experienced designers and naval architects to work. The Dockstar Handling System improves the on-water experience for boaters and effectively removes any last entry barriers to buying an inboard towboat for owners who typically have preferred the handling and maneuverability of a traditional outboard or stern drive configuration."

The patent-pending Dockstar Handling System is exclusive to MasterCraft towboats and is available on most 2017 models. The innovative new steering system will be but one of more than a dozen new upgrades set to be announced as part of the 2017 model year lineup in early July.

The Dockstar Handling System is the latest industry-changing innovation introduced by MasterCraft as part of the company's long-standing legacy of watersports progression. MasterCraft has won five NMMA Innovation Awards, IndustryWeek's prestigious Best Plant in North America Award and served as the official towboat for countless world records and world championships. Visit www.mastercraft.com/dockstar to learn more about the revolutionary Dockstar story.

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.

Media contact:

Eric Doyne // Dispatch

415.652.8452 // eric@dispatchco.com

MCBC Holdings, Inc.