



NEWS RELEASE

MasterCraft's DockStar Technology Receives Second Marine Industry Award

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Revolutionary DockStar Handling System Named 2017 Top New Product by Boating Industry

VONORE, Tenn., May 10, 2017 (GLOBE NEWSWIRE) -- Following the recently announced Innovation Award from the National Marine Manufacturers Association, MasterCraft Boat Company (NASDAQ:MCFT) received another award for its game-changing DockStar Handling System. Out of hundreds of nominations, MasterCraft's DockStar Handling System was named as one of the 2017 Top Products by *Boating Industry* magazine. The DockStar Handling System is an exclusive option available on select 2017 MasterCraft boats.

Boating Industry Top Products 2017 Logo

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/00bd46eb-ab3f-4ae0-8031-55a3e636907f>

"We're so excited about the momentum for the DockStar Handling System, one of our most exciting new technological advancements," said Terry McNew, President and CEO of MasterCraft Boat Company. "It's an honor to be recognized first by the NMMA and now by Boating Industry, an

important voice in our industry. DockStar continues to be an in-demand option consumers are asking for as it simplifies navigating in tight spaces and improves the handling of MasterCraft boats.”

The patent pending DockStar Handling System enables boat drivers of any ability level to confidently drive in reverse and more easily navigate tight docks and crowded marinas. MasterCraft’s engineering team conquered two equally important charters with the innovative DockStar Handling System: enable drivers to control a boat in any direction in reverse and improve the docking and maneuverability capabilities of an inboard drive MasterCraft. The DockStar Handling System enables this through a pair of low-profile, flanking rudders that enable port-side reverse control, which was previously unattainable, while also greatly assisting during docking and controlling the vessel at low speeds.

For the fourth annual *Boating Industry* Top Products list, the magazine selected 50 of the best new or updated products and services for the marine industry from a variety of categories. Products were selected that stood out for impact on the industry, innovation and how they advance their product category – or create a new segment.

To learn more about the DockStar Handling System and see the technology in action, please visit: <http://www.mastercraft.com/dockstar>.

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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