



NEWS RELEASE

MasterCraft's New X24 Surf Boat Creates Industry's Largest Wave, Most Advanced Surf Experience

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VONORE, Tenn., June 26, 2018 (GLOBE NEWSWIRE) -- Expanding its dominance in wake surfing technology and performance, the new X24 announced today by MasterCraft Boat Company (NASDAQ:MCFT) enters the market as the new wake surfing category standard. The newest X-series vessel's on water experience blends the science of its leading MasterCraft wake surf boat technology with the soul of wave riding.

MasterCraft's new X24 delivers the largest wave and most advanced wake surfing experience.

The new MasterCraft X24 has spacious, comfortable seating for 18, including rear-facing transom seating.

“With the X23 and iconic XStar setting the bar for wakeboarding and surf and performance, it was tough to outdo ourselves. But we delivered,” said Terry McNew, President and CEO of MasterCraft Boat Company. “With the new X24, we’ve created a reliable and exceptional experience with the ultimate in on-the-water durability, reliability and performance.”

Science-driven surf experience

MasterCraft engineers have produced award-winning wake surfing technology and boats within the X-series and the X24 is no exception. Surf science was put into motion with the X24, starting with a new surf-specific hull design that when equipped with up to 4,300 lbs. of ballast and the Gen 2 Surf System creates the industry’s largest wake that is perfectly sculpted and customized through MasterCraft technology.

New wake-specific technologies work in concert on the X24 to operationally speed up the boat’s wake-specific functions. A premium new 2018 feature, the new FastFill Ballast System speeds time to towing by filling the X24’s ballast tanks under three minutes. Once full, the X24 debuts the new Switchback Ballast Tank that instantly shifts ballast from side-to-side to suit the rider’s preference.

Luxurious cabin and surf-centric features

The X24 has room for 18 passengers and thoughtfully designed new surf-friendly storage features that allow friends and families to have more people, gear and fun on the water. The X24’s Pickle Fork bow and U-shaped seating layout create a spacious and comfortable configuration for spectating and lounging. Optional transom lounge and reserve seating scenarios create more options for owners to customize their interior. Storage on the X24 is considerable at 106 cubic feet, including storage compartments above the ballast tanks.

The X24 will come standard with the easy-folding, gas shock assisted ZFT2 tower that can be equipped with surf sleeves and surf racks to hold all the boards needed for any surf outing. The ZFT4 and ZFT7 Power Tower are additional tower upgrade options on the X24.

Exclusive technologies and options make the difference

MasterCraft’s exclusive technology that revolutionizes the driving and entertainment experience graces the new X24 as either optional and standard equipment. A superior Klipsch Audio sound system that delivers the best sound on the water comes standard on the X24. Customizable Klipsch Audio systems are exclusive to MasterCraft consisting of marine speakers and amplification solutions that create a heavy-hitting, customizable concert-style entertainment experience. Klipsch Audio systems are also paired to each driving mode of MasterCraft’s optional Dual-Screen Dash, tuning the sound to the action.

MasterCraft’s Dual-Screen Dash is an optional yet radical feature for the X24. The proprietary Dual-Screen Dash simplifies and enhances the on-board experience with technology that tunes the boat’s operations to three usage modes, improves helm styling and ergonomics, integrates with consumer technology devices and provides important diagnostic information, navigation and even tutorial videos.

The X24 is powered by the latest General Motors engines marinized exclusively for MasterCraft by Ilmor Marine, including the direct injection Ilmor 6000 GDI V8 (6.2L) as standard equipment. Also available for the X24 is the boldest engine in the MasterCraft arsenal, the Ilmor 7000 MPI V8 (7.4L). The X24 also can be optioned with the award-winning Dockstar Handling System, a revolutionary flanking rudder system that makes maneuvering in tight spots and crowded marinas a breeze.

X24 Specifications:

Length: 24' 2" / 7.3 M
Width Amidship: 102" / 2.59 M
Interior Width: 87" / 2.2 M
Weight: 6,100 LBS / = 2,767 KG
Ballast Weight: up to 4,300 LBS / 1949 KG
Fuel Capacity: 85 G / 322 L
Seating: 18 people
Storage: 106 cubic feet / 3.0 cubic meters
Hull: Vector Drive
Color Options: Infinite

Like all MasterCraft boats, the X24 comes with the best warranty on the water, the five year MasterCare protection plan. Hand-built by "Master Craftsmen" in the company's U.S.-based manufacturing facility, MasterCraft boats are constructed with quality and reliability in mind resulting in the highest resale values in the industry.

Completely customizable from bow-to-stern, consumers can visit <http://www.mastercraft.com/boat/detail/x24> to configure their own X24. MasterCraft dealers will begin taking orders on X24 models immediately.

Product and lifestyle photography is available at the following link:
<https://bit.ly/2tsAvwS>

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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Photos accompanying this announcement are available at

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