



NEWS RELEASE

MasterCraft's New XT23 Category-Crushing Crossover Does-It-All Without Compromise

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Multi-Sport Model Debuts Array of Unique New 2017 Features

VONORE, Tenn., June 28, 2016 (GLOBE NEWSWIRE) -- MasterCraft (NASDAQ:MCFT) today unveiled the new XT23, the company's latest multi-sport model built for the next generation of boaters who know no limits. Designed to be a do-it-all crossover without compromise, the new XT23 will anchor MasterCraft's new XT line of boats targeting the sweet spot between the company's entry level NXT line and its award-winning, premium X series.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/0384fc22-fd5f-491a-9403-368b69e94cea>

A video accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/96d80458-b9de-4ef0-8c91-6e4beed74e9a>

Embracing the idea that endless possibilities result in endless fun, the XT23's intuitive digital dashboard

interface instantly dials in the size and shape of the wake for any sport on the water: wakeboarding, waterskiing, wakesurfing, towsports or tubing. Equipped with MasterCraft's award-winning Gen 2 Surf System and 2,600 lbs of built-in ballast, the XT23 can be loaded up with a quiver of gear and up to sixteen friends for an action-packed day on the water.

The hull on the XT23 has been specifically redesigned to create more interior depth resulting in a spacious lounge, a surplus of storage and more room for families. The comfortable yet durable rotocast seats provide perfect vantage points to take in all the wake-focused action and the boat's oversized sunpad serves as a relaxing gathering spot. New for 2017, the entire boat can be outfitted in MasterCraft's new optional "Cool Feel" vinyl that remains cool to the touch even after extended exposure to direct sunlight.

Also new for 2017, XT23 owners can choose from a wider selection of engine options including General Motors' new lineup of Gen V engines exclusively marinized by Ilmor Marine, the engineering team behind numerous Indy winning racecars. The XT23 comes standard with Ilmor's multi-port injection 5000 MPI V8 model (5.7L) with the option to upgrade to the 7000 MPI V8 version (7.4L); for those who prefer gasoline direct injection, Ilmor has introduced the new 5500 GDI V8 model (5.3L) along with the bolder 6000 GDI V8 model (6.0L). All of these power plants provide impressive horsepower and responsive handling, simply push down on the throttle to tow in with a grin.

The new XT23 is the first MasterCraft boat to debut more than a dozen upgrades that will be offered on the company's 2017 models. Head-turning new hielines, a functionally redesigned dashboard, bejeweling new aluminum billet and a broadened palette of gel coat and flake patterns are but a few of the new signature stylings making their debut on the XT23.

Completely customizable from bow to stern, the XT23 will be the first MasterCraft that includes a choice of now customizable towers - either the ZFT4 or ZFT7 Power Tower - available in countless configurations of colors, speaker layouts and vertical storage options. The XT23 will also be the first MasterCraft to offer the new Dockstar Handling System, an innovative flanking rudder system that makes maneuvering in tight spots and crowded marinas a breeze.

Like all MasterCraft boats, the new XT23 is hand-built by dedicated "MasterCraftsmen" at the company's U.S.-based manufacturing facility in Vonore, Tennessee, recently named IndustryWeek's 2015 Best Plant in North America. MasterCraft prides itself in quality craftsmanship and the highest resale values in the industry, backing its boats up with the unparalleled MasterCare warranty that provides five years of bow-to-stern protection.

To showcase the finer attributes of the new XT23, MasterCraft enlisted the help of world-renowned musician Donavon Frankenreiter and pro surfers Damien Hobgood, Kiana Fores and Bailey Nagy. The all-star crew spent a fun-filled day in Southern California pioneering new ways to have fun on the water. Or as Donavon's aptly titled soundtrack sums it up: life, love and laughter.

Visit <https://youtu.be/a5NLeXkXVk> to view a preview video highlighting how the new XT23 comes standard with endless options for fun this summer; an insightful product overview video can also be found at <https://vimeo.com/172468806>. For complete details on the new XT23, visit www.mastercraft.com where consumers can configure their own dreamboat using the website's customizable interface. MasterCraft dealers will begin taking orders on XT23 models immediately.

XT23 Specifications:

Length: 23' 4" / 7.11 M

Width Amidship: 102" / 2.68 M

Interior Width: 86" / 2.18M

Dry Weight: 5,000 LBS / 2,268 KG
Ballast Weight: 2,600 LBS / 1,179 KG
Fuel Capacity: 55 G / 208 L
Seating: 16 people
Storage: 112 cubic feet / 3.18 cubic meters
Hull: Vector Drive
Color Options: Infinite

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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