



Bryton Marine Group Announces Appointment of James Irwin as President/COO of Alumacraft Boats Inc.

SAINT PETER, MN and VERNON, BC, April 16, 2025 - Bryton Marine Group is pleased to announce the appointment of James Irwin as President/COO of Alumacraft Boats Inc., effective May 1, 2025. The expected closing date for the transaction with BRP Inc. is April 30, 2025. This announcement comes as part of Bryton Marine Group's upcoming acquisition of Alumacraft: <https://news.brp.com/news-releases/news-release-details/brp-and-bryton-marine-group-sign-agreement-sale-alumacraft>

James's deep passion for the marine industry has brought him back to Alumacraft, where he contributed in senior leadership positions for over 20 years and led the company as President for over 10 years through a period of major growth.

"We are thrilled to welcome James Irwin to the Bryton family as President/COO of Alumacraft," said Byron Bolton, CEO of Bryton Marine Group. "James's extensive experience and dedication to the marine industry make him the ideal leader to guide Alumacraft into its next chapter. We are confident that under his leadership, Alumacraft will continue to thrive and deliver exceptional products to our customers."

James Irwin expressed his enthusiasm for the new role, stating:

"Returning to Alumacraft feels like coming home—to a team of wonderful hardworking people who care deeply about what we build and who we build it for. Alumacraft is an icon in the fishing community. Since my first day with Alumacraft, almost 30 years ago, almost everyone I meet has a fishing story, and a tie to Alumacraft. I have always been inspired and humbled by the passion of the Alumacraft boat owner, and it is an honor to help give them a great experience to build memories with their family and friends.

With Byron Bolton and the Bryton Marine Group; leaders who share the same values of integrity, respect, and family that guided Alumacraft for many years, we are positioned to build on the Alumacraft legacy and provide the best boating experience to the boating community."

Bryton Marine Group, a family-owned company with operations in Washington State and British Columbia, recently signed a definitive agreement with BRP to acquire the Alumacraft assets in St. Peter, Minnesota. This transaction follows Bryton Marine Group's decision to expand its North

American boat building brand footprint, supporting its growth and long-term objective to build the most desired aluminum boats worldwide.

This transaction is expected to close by April 30, 2025. During this period, Bryton Marine Group will work in collaboration to ensure a smooth and successful transition for all parties involved.

About Bryton Marine Group

Bryton Marine Group is North America's largest privately owned builder of aluminum boats, serving both commercial and recreational markets. With a legacy of craftsmanship and innovation, Bryton consists of six industry-leading brands: All American Marine, BRIX Marine, Duckworth, EagleCraft, KingFisher Boats, and Weldcraft. Each brand operates independently while sharing common principles, planning guidelines and goals. Dedicated to enriching local and maritime communities for future generations, Bryton Marine Group continues to advance boatbuilding through modern engineering, design, and manufacturing practices while at the same time embracing craftsmanship. Headquartered in Vernon, B.C., Bryton's collective brands lead the market in aluminum boat production across North America.

<https://bryton.com/>

About AlumaCraft Boats Inc.

Founded in 1946, AlumaCraft Boats Inc. is one of the original pioneers of aluminum boat manufacturing in the United States. With nearly eight decades of design innovation and a legacy of craftsmanship, Alumacraft has earned its reputation as an icon among freshwater anglers and outdoor enthusiasts across North America. Proudly built in Saint Peter, Minnesota, Alumacraft's lineup of rugged, versatile boats are engineered for superior performance, durability, and fishability. With a passionate team dedicated to building lasting memories on the water, Alumacraft remains committed to quality, innovation, and the spirit of adventure.

<https://www.alumacraft.com/>

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Media Contact

Gillian Pownall, Bryton Marine Group

gpownall@bryton.com

+1 250 351 6495