

FOR IMMEDIATE RELEASE

MasterCraft Expands Regional Footprint in the Northwest with Addition of The Boat Shack to Dealer Network

Having Served the Utah Market Since 2009, Trusted Dealership Expands to Idaho Falls, Bringing MasterCraft's Craftsmanship and Performance to Eastern Idaho Boating Community

VONORE, Tenn. (March 11, 2026) – MasterCraft Boat Company, a MasterCraft Boat Holdings, Inc (NASDAQ: MCFT) subsidiary and the best-selling towboat brand, today announced that The Boat Shack will join the MasterCraft dealer network with a new location in Idaho Falls. The Boat Shack has served the Utah boating community since 2009 and, with a loyal customer base and valued reputation in the area, will now expand into eastern Idaho while aligning its service and offerings with MasterCraft's luxury craftsmanship, innovation, and industry-leading technology.

For more than 17 years, under the leadership of Pete Lowe and Tim Herzog, The Boat Shack has built its reputation in Utah on strong, lasting relationships with customers, manufacturers and industry partners. Now, guided by a commitment to excellence and continuous improvement, the team remains focused on delivering a better experience every day for both customers and employees across the Idaho boating community. Recognizing growing demand and new opportunities for expansion, the partnership with MasterCraft represents a natural next step, enabling The Boat Shack to better serve its customers, invest further in its team, and introduce award-winning towboats with world-class wakes and wave performance to the local boating community.

"Adding The Boat Shack to the MasterCraft family is an exciting step for us," said Greg Miller, VP of Global Sales at MasterCraft. "They've earned the trust of the Idaho boating community through years of dedication and integrity. That shared commitment to quality and customer care makes this partnership a natural fit, and we know the team led by Tim and Pete will represent our brand with the same level of excellence."

Located in Idaho Falls, the surrounding area is built for boating. From strong family demographics to a rapidly-growing watersports culture, the market aligns perfectly with what MasterCraft represents—premium performance, innovation, and unforgettable on-water experiences. As the boating community continues to evolve into a lifestyle centered around wake sports, family time, and community, MasterCraft is raising the standard for what customers can expect on the water. With this partnership, The Boat Shack will offer new and pre-owned boat sales, certified service, a fully stocked parts department, and a pro shop featuring gear and accessories to support the entire on-water lifestyle, along with the unique customization expertise the dealership is known for.

"Joining forces with MasterCraft and expanding to Idaho is an exciting step forward for our customers, employees, and local community we serve," said Pete Lowe, Owner of The Boat Shack. "We pride ourselves on constantly improving, and with this partnership, we want to make waves – empowering our team to deliver an even higher level of service and support, from sales and customization to service and long-term ownership."

MasterCraft is driven by a mission to deliver industry-leading quality, uncompromising comfort, and precision craftsmanship in every model. From hull to helm, each boat is engineered with meticulous attention to detail, ensuring durability and performance that exceed industry-standards. Designed with the driver, rider, and passenger in mind, MasterCraft prioritizes on-water comfort through innovative seating, intuitive controls, and superior ride characteristics. Above all, the brand is renowned for its unmatched wave and wake performance, consistently pushing the boundaries



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to provide the perfect pull for wakeboarders, wakesurfers, and skiers alike – setting the standard for excellence on the water.

To celebrate the partnership, The Boat Shack will host an open house on March 28 from 11 a.m. to 4 p.m., inviting current and new customers to stop by for giveaways, food, and significant savings on gear and pro shop items while getting an up-close look at the latest MasterCraft lineup.

For more information about MasterCraft and The Boat Shack, please visit www.MasterCraft.com and www.boatshackutah.com. Follow @Mcboatcompany and @theboatshack on Instagram for product news and upcoming open house details.

About MasterCraft:

MasterCraft is 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 five decades after the original MasterCraft made its debut, the company's goal remains the same - to continue building the world's best ski, wakeboard, wake surf, and luxury performance powerboats.

About MasterCraft Boat Holdings, Inc.:

Headquartered in Vonore, TN, MasterCraft Boat Holdings, Inc. (NASDAQ: MCFT) is a leading innovator, designer, manufacturer, and marketer of premium recreational powerboats through its three brands, MasterCraft, Crest, and Balise. For more information about MasterCraft Boat Holdings, please visit Investors.MasterCraft.com, www.MasterCraft.com, www.CrestPontoonBoats.com, and www.BalisePontoonBoats.com

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