

FOR IMMEDIATE RELEASE

## MasterCraft Expands Partnership with Northwest Boat Sports to Strengthen Presence in Central Oregon

*As an Authorized MasterCraft Dealer Since 2019, Northwest Boat Sports' Expansion Brings MasterCraft's Performance, Service and Expert Customer Experience into the Bend, Redmond, and Prineville Markets*

**VONORE, Tenn. (May 6, 2026)** – [MasterCraft Boat Company](http://MasterCraft Boat Company), a subsidiary of MasterCraft Boat Holdings, Inc (NASDAQ: MCFT) and the best-selling towboat brand, today announced an expansion of its partnership with Northwest Boat Sports, Inc., a recognized Top Servicing MasterCraft dealership to strengthen its presence in the Central Oregon market. This expansion introduces the iconic MasterCraft brand to Bend and the surrounding communities of Redmond and Prineville, enhancing access to premium towboat performance and elevating the region's on-water experiences throughout the region.

Since becoming an authorized MasterCraft dealer in 2019, Northwest Boat Sports has cultivated a reputation for exceptional customer service, deep industry expertise, and a people-first culture that resonates with both first-time buyers and seasoned boaters alike. That foundation, combined with a hands-on understanding of the boating lifestyle and technical demands, has positioned the dealership as a trusted resource across the Pacific Northwest boating community.

"Expanding with Northwest Boat Sports represents more than just a new location," said Greg Miller, VP of Global Sales at MasterCraft. "Our partnership with Pat and Bryan's team reflects a continued investment in the region and a commitment to delivering elevated service, trusted expertise, and a premium boating experience to a rapidly growing community of outdoor enthusiasts."

The partnership is rooted in a long-standing personal connection to the brand. Co-owner Pat McDonald previously worked at Portland Ski Boat Center, a longtime MasterCraft dealership, while co-owner Bryan McLean's first boat was a 2005 MasterCraft X2 purchased from Pat. This shared history underscores a genuine passion for the brand and the authenticity behind Northwest Boat Sports' growth and alignment with MasterCraft.

"We are proud to bring MasterCraft to this next phase of growth together," said Pat McDonald, Northwest Boat Sports Co-Owner. "MasterCraft represents innovation, performance, and premium craftsmanship, values that align seamlessly with our long term vision and the standard of experience we strive to deliver. Our culture is at the core of everything we do. It is built on collaboration, a deep commitment to our customers well beyond the point of sale, and a genuine passion for fostering lasting relationships within the boating community."

Northwest Boat Sports has earned recognition as a Top Servicing Dealer, reflecting its commitment to delivering a world-class ownership experience. Backed by decades of combined industry experience, the team is known for its collaborative culture and seamless approach across sales and service, ensuring customers receive expert guidance, transparent communication, and long-term support after purchase.

The expansion into Bend is a natural next step for Northwest Boat Sports, as Central Oregon continues to experience strong population growth, increased interest in outdoor recreation, and a thriving lake and water sports culture. With ideal boating conditions and growing interest in premium watersports, the region represents a strong strategic fit for MasterCraft.

The new location will offer new and pre-owned MasterCraft boats, certified service and maintenance, indoor and outdoor storage, on-water demos, and community events and owner gatherings – the same high-touch, relationship-driven experience that Northwest Boat Sports is known for in the Portland market.

Plans for a grand opening celebration and on-water demo days are currently in development, with details to be announced soon. For more information, visit: [www.nwboatsports.com](http://www.nwboatsports.com)

For more on MasterCraft Boats, visit [www.MasterCraft.com](http://www.MasterCraft.com) and follow along on [Instagram](#), [YouTube](#), [X](#), and [Facebook](#).

### **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](http://Investors.MasterCraft.com), [www.MasterCraft.com](http://www.MasterCraft.com), [www.CrestPontoonBoats.com](http://www.CrestPontoonBoats.com), and [www.BalisePontoonBoats.com](http://www.BalisePontoonBoats.com)

### **About Northwest Boat Sports:**

Northwest Boat Sports, Inc. is a premier Pacific Northwest dealership specializing in MasterCraft boats and premium watersports brands. Known for its award-winning service department and team-first culture, the dealership is committed to delivering a best-in-class ownership experience from first demo to long-term service support.

***MasterCraft***

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