

FOR IMMEDIATE RELEASE

MasterCraft Expands Dealer Network with Next Level Marine, Bringing Its Premium Towboat Lineup to Deep Creek Lake

New Oakland, Maryland Dealership Combines MasterCraft Sales and Service Alongside Next Level Marine's Dock, Lift and Waterfront Solutions Under One Roof

VONORE, Tenn. (June 15, 2026) – MasterCraft Boat Company, a MasterCraft Boat Holdings, Inc (NASDAQ: MCFT) subsidiary and the best-selling towboat brand, announced today that Next Level Marine has joined the MasterCraft dealer network as the brand's first authorized dealer serving Deep Creek Lake and the surrounding region. Located in Oakland, Maryland, Next Level Marine will offer MasterCraft's full lineup of award-winning towboats, along with its own comprehensive marine services including dock and lift sales, installation, storage and waterfront solutions all under one roof.

Led by GM and President Joey Simson, Next Level Marine has built its reputation on customer service and hands-on expertise. With decades of experience in boat sales, service, and waterfront installation, the team provides a unique and seamless ownership experience – from purchasing and maintaining a boat to designing docks, installing lifts, sourcing parts and accessories, and managing seasonal services such as storage, winterization, and spring commissioning. This full-service approach through a single trusted partner provides a level of convenience and support that is uncommon in the region.

"Adding Next Level Marine to the MasterCraft family is an exciting step as we continue expanding our presence in key boating markets," said Greg Miller, VP of Global Sales at MasterCraft. "Deep Creek Lake is home to a passionate and growing boating community, and Next Level Marine's commitment to service aligns perfectly with our mission to provide customers with an exceptional ownership experience both on and off the water."

Located on Maryland's largest freshwater lake, Deep Creek Lake is a premier boating destination that attracts homeowners and visitors from across the Mid-Atlantic, with strong existing MasterCraft ownership in the region and growing demand for wake, surf and luxury performance boats. Through this partnership, Next Level Marine is positioned to support current MasterCraft owners with enhanced local service while introducing the brand to new customers in the market where its luxury, performance and lifestyle alignment resonates.

"Joining the MasterCraft dealer network is a significant milestone for our team, and we're proud to represent a brand that shares our commitment to quality and customer experience," said Joey Simson, GM/President, Next Level Marine. "We care deeply about the customer experience long after the sale, creating lasting relationships and helping make every boating experience more enjoyable, memorable, and rewarding."

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



MasterCraft Boat Company
100 Cherokee Cove Drive
Vonore, TN 37885

423.884.2221
mastercraft.com

To celebrate the partnership, Next Level Marine will host an official ribbon-cutting ceremony with the Garrett County Chamber of Commerce on June 20. The event will showcase MasterCraft boats and mark the launch of the new Next Level Marine Crew program, creating additional opportunities for local boaters to connect with the dealership and the broader boating community.

For more information about MasterCraft and Next Level Marine, please visit www.MasterCraft.com and www.nlmcl.com. Follow @Mcboatcompany and @nlmdcl 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 recreational powerboats through its five brands, MasterCraft, Crest, Balise, Chaparral, and Robalo. For more information about MasterCraft Boat Holdings, and its five brands, visit: Investors.MCBH.com, www.MasterCraft.com, www.CrestPontoonBoats.com, www.BalisePontoonBoats.com, www.ChaparralBoats.com, and www.Robalo.com.

Media Contact:

Mandie Albert

The Brand Amp

MasterCraftPR@TheBrandAmp.com