MasterCraft
HELD TO A HIGHER STANDARD

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MasterCraft Announces Receiving J.D. Power and Associates Award

Miami, FL --- MasterCraft announces that it is has earned a top honor from J.D. Power and Associates and is ranked "Highest in Customer Satisfaction with Ski and Wakeboard Boats in a Tie". MasterCraft, in its 40th year of business, has staked its reputation over the past four decades on striving for the highest possible customer satisfaction, an effort emulated by its competitors and now recognized by J.D. Power and Associates.

"Since 1968, MasterCraft has been raising the expectations and standards of design, performance and quality for the towboat industry," says John Dorton, president and CEO of MasterCraft. "So it is fitting that we have met the consumer's expectations, according to J.D. Power and Associates, and received this very significant recognition from such a respected and world-renowned institution."

According to the J.D. Power and Associates' study, ***MasterCraft was the sole company in the ski and wakeboard category with customer satisfaction improvement from the 2007 study,*** with MasterCraft's Boat Performance Index (BPI) score rising 15 points.

About J.D. Power and Associates
Headquartered in Westlake Village, Calif., J.D. Power and Associates is a global marketing information services firm operating in key business sectors including market research, forecasting, performance improvement, training and customer satisfaction. The firm's quality and satisfaction measurements are based on responses from millions of consumers annually. For more information on boat ratings, car reviews and ratings, car insurance, health insurance, cell phone ratings, and more, please visit JDPower.com. J.D. Power and Associates is a business unit of The McGraw-Hill Companies.

About MasterCraft
MasterCraft strives to deliver consumers the ultimate water sports experience by designing and building the world's highest quality, best performing sports luxury boats in every significant inboard niche. Tours of MasterCraft's world headquarters in Vonore, Tennessee, are available Monday-Thursday from 2pm to 4pm. For more information, model specifications, high- and low-res digital images, please contact Jason Boertje at 423-884-7731 or email *jason.boertje@mastercraft.com*