



NEWS RELEASE

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Action Water Sports Opens New MasterCraft Boat Dealership in Central Florida

POLK CITY, Fla., March 2, 2018 - One of MasterCraft's largest dealers, Action Water Sports, will be opening a new boat dealership in Polk City, bringing a new level of MasterCraft service and support to the Central Florida boating community this summer.

"We couldn't be more excited to have Action Water Sports open a new dealership in this critical market," said MasterCraft VP of Global Sales and Marketing Jay Povlin. "We at MasterCraft have a lot of respect for the team at Action Water Sports and are excited to have them supporting our MasterCraft owners in Central Florida."

The new dealership located at 1251 Holy Cow Rd, was purchased from USA Water Ski and Wake Sports Foundation located off I-4 in Polk City.

"We've been working with Action Water Sports for just over a year, and we are very excited to see the building and Lake Grew continue to be utilized with our goals of promoting the growth and development of recreational watersports," said USA Water Ski and Wake Sports Foundation Chairman of the Board Tony Baggiano. "We couldn't be happier that a current USA Waterski member is purchasing the building and wish them success with the new MasterCraft dealership in the years to come."

The new dealership will feature:

- MasterCraft Boats
- State-of-the-art proshop featuring Radar Waterskis, Ronix Wakeboards, Hyperlite Wakeboards, HO Skis, and Masterline products
- Brand new service center
- Lake Grew, which will be used for product demos, events and ski school

We are also happy to announce a new affiliation with Ski Fluid, the current ski school operating at Lake Grew adjacent to the facility. Kyle Eade, Ski Fluid's owner, will continue to offer a world-class coaching experience behind a MasterCraft ProStar in association with Action Water Sports.



“I’m very excited to work with a team that has a passion for waterskiing like Action Water Sports,” said Ski Fluid owner Kyle Eade. “This new dealership will be great for watersports enthusiasts and will take my students’ experience to a whole new level.”

For more information on the new location or Action Water Sports, visit www.actionwater.com or contact Jathan Koetje by email at jathan@actionwater.com.

About Action Water Sports

Action Water Sports is a premier MasterCraft Boat Company dealer who has been bringing families together on the water for over 25 years. They are a major contributor to the watersports community hosting many grassroots events as well as pro waterski and wakeboard events over the last few years. For more information, visit www.actionwater.com.

About MasterCraft Boat Company

MasterCraft is a world-renowned innovator, designer, manufacturer and marketer of premium performance sport boats. Founded in 1968, the company has cultivated its iconic brand image through a rich history of industry-leading innovation, and more than four decades after the original MasterCraft made its debut the company’s goal remains the same – to continue building the world’s best ski, wakeboard, wakesurf and luxury performance powerboats. For more information, visit www.mastercraft.com.

About the Water Ski & Wake Sports Foundation

Established in 1968, the USA Water Ski and Wake Sports Foundation has been an integral part of the history and fabric of water skiing and all towed water sports in the United States. The Foundation promotes the values that come through our family oriented water sports. For eligibility requirements and more information, visit the official website of the USA Water Ski Foundation: www.usa-wwf.org

About Ski Fluid

Ski Fluid is an internationally recognized ski school located at Action Water Sports in Central Florida. Led by head instructor Kyle Eade, Ski Fluid offers over 25 years of coaching experience, with a relaxed, fun learning environment. You can expect first class waterskiing facilities and one-on-one instruction custom tailored to your needs. For more information, visit www.skifluid.com