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Andrew Golden
Rushton Gregory Communications
617-413-6521
agolden@rushtongregory.com

HydroHoist and ShoreMaster Announce Merger

Marine Leaders Create World's Largest Marine Equipment Manufacturer

Fergus Falls, Minn. and Claremore, Okla. – ShoreMaster, LLC (“ShoreMaster”) and HydroHoist Marine Group, Inc. (“HydroHoist”) are excited to announce the merger of their businesses. The combined product offering of these industry-leading brands covers the broadest spectrum of boat types, sizes and marine environments in the industry across all major product categories in the dock, boat lift and accessories market. The combined enterprise will be the largest dock and boat lift player in North America.

The combined business will have a 700+ strong worldwide dealer network able to provide the high-quality products and service customers have come to expect from each brand. The resulting larger footprint will provide new and unique dealer opportunities without overlapping existing market share.

“I see unlimited potential from the combined forces of these two market leaders,” said Don Hurley, President of ShoreMaster. “ShoreMaster and HydroHoist together produce the highest quality products in their respective marketplaces. It makes sense to combine our unique product lines and networks to offer a one-stop-shop for marine products. Our merger achieves that goal while retaining the enthusiasm and motivation that drives each company individually.”

Increasingly important in a rapidly evolving market, the combined company will boast a more agile development process and two world-class management teams under one leadership. Over the past few decades, ShoreMaster and HydroHoist have delivered highly innovative and successful marine solutions on the market, meeting the needs of marinas, residential dock owners and boaters across the world.

“The union of our companies focuses on internal synergies, external benefits to customers and the blending of two marquee brands,” said Mick Webber, President of HydroHoist. “We are in the enviable position of having complementary, not competitive operations. I am thrilled by the opportunities this merger creates.”

Webber continued, “Together, HydroHoist and ShoreMaster have enormous potential, and this will allow two companies to merge into one team that will deliver the highest quality

products, unparalleled customer service and a seamless experience from purchase to installation. With the leadership of ShoreMaster and the scale of our existing dealer network, I am confident that we will continue to lead the industry as the preeminent marine equipment manufacturer.”

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About HydroHoist Boat Lifts:

Founded in 1964 on Grand Lake in Oklahoma, HydroHoist expanded to include a dealer network spanning coast-to-coast and internationally. Beyond boat lifts, the organization consists of RotoMoldUSA, a plastics manufacturer, and HyPower, a marine power pedestal division. HydroHoist Boat Lifts is the market originator and largest hydro-pneumatic boat lift manufacturer in the world, celebrating over 54 years of business. HydroHoist Boat Lifts manufactures and sells lifts ranging from 1,500-pound drive-on docking platform for PWCs to boat lifts that will accommodate a 60,000-pound watercraft. The company has five distribution facilities located in California, Oklahoma, Texas, and Tennessee, and a dealer network to supply and support its customers. HydroHoist Boat Lifts products are available in 23 countries and the company has an international distributor and dealer network in more than 18 countries. boatlift.com

About ShoreMaster:

Since 1972, ShoreMaster has covered the waterfront with world-class equipment designed to help people enjoy their waterfront experience to the fullest. The ShoreMaster, LLC family offers a complete line-up of waterfront equipment across a line-up of six aluminum, steel, plastic and fabric product brands: ShoreMaster, Rhino Marine Systems, PolyDock Products, Shoreline Industries, ShoreMaster Fabrics, and OEM Industries.

As an industry leader across nearly every market in the United States and Canada, ShoreMaster waterfront products are synonymous with quality. Superior construction, unmatched strength and stability, and infinite versatility are just a few of the many competitive advantages of the ShoreMaster line-up of products. Available through a continent-wide dealer network, ShoreMaster’s products can be found near the water’s edge, providing value to residential lake homeowners and the owners of first-class marinas the world over. ShoreMaster.com



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