



SMOKER CRAFT, INC.



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For Immediate Release

Smoker Craft, Inc. names Krista Sparkes Director of Business and Dealer Development

New Paris, Indiana: Smoker Craft, Inc. – a leading manufacturer of fiberglass, pontoon and aluminum fishing boats sold worldwide under the Smoker Craft, Starcraft, Starweld, Sylvan and SunChaser brands – announced today that Krista Sparkes has joined the company as Director of Business and Dealer Development.

Sparkes brings extensive industry experience to the newly-created position, building on previous roles in powersports and marine sales and dealer operations. This includes nearly 17 years with Bombardier Recreational Products (BRP), most recently as Vice President of Sales, North America – Marine Division, where she oversaw direction, revenue generation and management of sales operations in North America.

In her new role, Sparkes will lead Smoker Craft's business and dealer development strategy, leveraging her experience in distribution network management, market/channel/business development and new product launches to reinforce Smoker Craft's commitment to developing new business opportunities and optimizing its distribution footprint across North America.

"Krista has a proven track record of facilitating mutually-successful, long-term business relationships," said Smoker Craft, Inc. President, Doug Smoker. "Her high energy, strong winning attitude and personality are assets that will complement Smoker Craft's value proposition as we elevate our game and provide quality, innovative products to the marketplace."

“Having worked closely with the Smoker Craft team for several years, it is clear that we share similar beliefs in terms of culture, people and approach to dealer partnerships,” said Sparkes. “As one of the few remaining independent boat companies, and with an impressive pipeline of future product, Smoker Craft is uniquely positioned to differentiate in a crowded market and earn dealer mindshare. I look forward to helping to shape and implement future growth strategies that fuel sustainable and scalable growth.”

About Smoker Craft Inc.:

Owned and operated by the Schrock and Smoker families since 1903, Smoker Craft Inc. manufactures an extensive lineup of award-winning aluminum fishing boats, high-performance sport boats and next-generation pontoons that are sold through a global dealer network. For more information please visit the corporate website at www.thebestboatbrands.com.

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