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SHOREMASTER/HYDROHOIST ACQUIRES NEPTUNE BOAT LIFTS

Largest Portfolio of Waterfront Equipment Now Covers Fresh- and Salt-Water Markets

Fergus Falls, Minn. and Fort Lauderdale, Fla. – ShoreMaster, LLC, which merged with HydroHoist, LLC in 2019, announced this week the acquisition of Neptune Boat Lifts, Inc., the premier salt-water boat lift brand based in Fort Lauderdale, Florida. Collectively, these three market leaders provide the most comprehensive suite of waterfront products in North America.

With the acquisition of Neptune, the portfolio of brands will now cover all fresh- and salt-water marine environments. The combined product offering covers the broadest spectrum of product categories in the dock, boat lift and accessories markets, while accommodating all boat types, sizes and applications in the industry.

Don Hurley, ShoreMaster’s Chief Executive Officer, said, “Neptune is a leading brand in the salt-water lift market, one of the most important and fastest-growing markets in the industry. Neptune offers unparalleled quality and service, and in their market has exceptional brand recognition and customer loyalty. This is an exciting addition and a great fit to our portfolio of brands.”

Founded in 2007, Neptune is the leading manufacturer of marine lifts, dedicating its efforts to exceeding customer expectations while utilizing the finest materials and engineering. Neptune has been a pioneer in the salt-water marine environment, focusing its design and manufacturing on product safety, performance and quality. The Neptune team collectively has over 100 years of real-world experience, with every lift designed and engineered in-house, then independently evaluated and certified by structural engineers.

David Humphreys, President of Neptune, said, “We are excited to join ShoreMaster and HydroHoist, two dominant brands in the industry. We are confident in the future and this merger places our team, our dealers and our products in ideal positions for continued growth and success.”

“The addition of Neptune, and their dealer network, allows us to reach additional customers in Florida and other U.S. markets, as well as provide new product offerings to our existing dealers. Our combined network of dealers, marine contractors and marinas means that we have the reach to serve every marine market in North America,” added Hurley.

About ShoreMaster/HydroHoist:

ShoreMaster/HydroHoist is the premier manufacturer of waterfront equipment in North America, with corporate headquarters in Fergus Falls, Minnesota, and offices in Claremore, Oklahoma. The company has distribution facilities located in California, Oklahoma, Texas, and Tennessee, as well as a dealer network to supply and support its customers. The company's flagship brands include ShoreMaster and HydroHoist; additional brands include Rhino Marine Systems, PolyDock Products, HyPower, RotoMold USA, and ShoreMaster Fabrics.

About Neptune Boat Lifts:

Neptune Boat Lifts, founded in 2007 in Fort Lauderdale, Florida, is the leading manufacturer of boat lifts specifically designed for the coastal saltwater environments, specializing in 4-post and elevator aluminum lifts capable of lifting watercraft up to 300,000 lbs. Neptune Boat Lifts has over 100 dealers in their network throughout Florida and the Caribbean and its own installer, Neptune Atlantic Boat Lifts, which is strategically located in the Florida Keys.