



Tyler Kraft
Director of Marketing
The Boat House Group
(815) 788-1111 x 4910
Tyler.kraft@boathouseh2o.com

FOR IMMEDIATE RELEASE: 10/4/2022

The Boat House Group Announces Merger with Beacon Marine LLC

DOOR COUNTY, WI: Today, The Boat House announced that it has merged with Beacon Marine LLC; propelling the group to eleven locations across the Midwest and Florida. This exciting merger greatly expands The Boat House's footprint in Wisconsin adding several sales, service, and storage facilities across Door County, Manitowoc, and Milwaukee. The combination of Beacon's well-established business and premium brands with The Boat House's experience and resources presents a bright future for boating communities throughout the Lake Michigan coastline and beyond.

"This transaction is another pivotal step towards aggressively expanding our dealership's footprint in the Midwest and represents our continued dedication to helping families create lifelong memories on the water." - Kevin Code, CEO, The Boat House Group

The merger comprises Beacon's existing facilities with exciting new expansions including a fully renovated showroom in Manitowoc on Interstate 43 and a brand-new showroom under construction in Sister Bay to be known respectively as The Boat House of Manitowoc and The Boat House of Door County. The merger also includes an on-water satellite location in Milwaukee: an extension of The Boat House Lake Country. The Boat House is excited to welcome Beacon's existing employees and owner, Jim Matson, to the team and will continue to offer the various services that Beacon Marine's customers have relied on for so many years under The Boat House brand. Furthermore, The Boat House is thrilled to continue offering the premium brands that Beacon's rich history has been built upon including Boston Whaler, Grady White, and Cobalt Boats (Door County).

"We are thrilled to announce the start of this new chapter for Beacon Marine and the incredible community of boaters we've had the honor of serving over the last 12 years. While our name is changing, the employees, services, and brands our customers know and rely on will continue under the leadership of my trusted, long-time friends Kevin Code and Rick Gasaway. I am confident our shared core values and over 75 years of combined experience will create an exceptional partnership to continue building upon Beacon's rich history under The Boat House brand." - Jim Matson, Owner, Beacon Marine LLC

About The Boat House Group

The Boat House is a family-owned multi-store marine dealer that has been serving its local boating communities across the Midwest and Florida for over 30 years. The Boat House Group includes 7 Midwest locations and 3 Florida locations offering: New & Used Boat Sales, On Site and Mobile Service, Storage, Parts, Pro Shop, Pier and Lift Services, Boat Clubs, In-House Financing, Consignments, On Water Demonstrations, Boating Education Courses, Community Boating Events, and more.

"Our core purpose is sharing knowledge that builds confidence and passion for the boating lifestyle to create lifelong memories with family and friends." - The Boat House