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**CONCENTRIC EQUITY PARTNERS PORTFOLIO COMPANY THE BOAT HOUSE GROUP
ANNOUNCES ACQUISITION OF WATERCRAFT SALES**

Three Lakes, WI; Chicago, IL; - The Boat House Group (TBHG) has announced the acquisition of Watercraft Sales Inc., in Three Lakes, Wisconsin. Watercraft is the longest-standing Nautique dealer in the world, and the first Bennington dealer in WI. Boat House is excited to build upon Watercraft's rich history including, maintaining, and expanding the premium brand lineup and service offerings. The combination of Watercraft's well-established brands and reputation alongside TBHG's top tier brands, resources, and operational acumen presents a bright future for the Three Lakes / Eagle River Chain of Lakes boating community. TBHG acquired the dealership from John Lamon Jr., who took over the business from his father, John Lamon Sr., in 1990.

Kevin Code, CEO of The Boat House Group, comments: "This acquisition marks another significant milestone for The Boat House as we continue to expand our premium offerings to boating enthusiasts across Wisconsin. We are excited to build upon the legacy John Lamon Sr. started over 100 years ago and look forward to serving the local boating community for many years to come."

This acquisition includes Watercraft's existing facilities and opportunities for further expansion. TBHG is excited to welcome Watercraft's existing employees and leadership, including Ryan Lamon and Katie Lamon, to the team and will continue to offer the various services that Watercraft'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 Watercraft's rich history has been built upon including Nautique Boats and Bennington Pontoons with the addition of more premium brands including Boston Whaler and Cobalt Boats.

Ryan Lamon, General Manager, Watercraft Sales, says: "As we proudly look back on Watercraft's storied past, we eagerly anticipate a future of continued growth and community engagement under The Boat House brand, ensuring that every customer's experience is nothing short of extraordinary."

This exciting move continues to expand TBHG's footprint, propelling the group to 12 locations across Wisconsin, Illinois, and Florida. This announcement comes just months after TBHG broke ground on its new state-of-the-art showroom in Door County, WI and prepares to begin construction on its new facility in Naples, FL.

About Watercraft Sales Inc.

Founded in 1917 by Jim Guterson, Watercraft Sales has evolved into a renowned boat dealership with a rich history of exceptional service and community engagement. Celebrating over a century of operations, Watercraft Sales is distinguished as the world's oldest Nautique boat dealer and the first Bennington dealer in the state, showcasing a commitment to offering leading boating brands and experiences. Under the stewardship of WWII veteran John Lamon Sr., the dealership expanded its offerings to include classic car restoration and pioneered mobile service solutions. John's passion for excellence and innovation set a high standard, which his son, John Jr., and daughter-in-law, Noreen, have upheld since taking over the business in 1990. Today, Watercraft Sales remains a family-operated landmark under the leadership of John and Noreen's children and continues to adhere to the legacy of unparalleled customer service.



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 9 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. Learn more at www.boathouseh2o.com.

About Concentric Equity Partners

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