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WATERFRONT BRANDS ACQUIRES TIDE TAMER WATERFRONT PRODUCTS

Largest Portfolio of Waterfront Equipment Expands Coverage in the Saltwater Market

Fergus Falls, MN and Snow Hill, NC – Waterfront Brands, of Fergus Falls, MN, announced this week the acquisition of Tide Tamer Waterfront Products, of Snow Hill, NC, expanding the portfolio’s coverage in the saltwater marine market. Tide Tamer is a leading manufacturer and distributor of a full line of aluminum watercraft lifts, docks, and related waterfront accessories, primarily serving residential and commercial saltwater markets in the Southeastern United States.

Corey Duke, Chief Executive Officer of Waterfront, said, “Tide Tamer has become a true leader in the Southeast market by maintaining a strong brand name through its laser focus on customer service and product quality. We look forward to working together to support Tide Tamer’s customers and continued growth.”

Founded in 1996, Tide Tamer is a leading manufacturer of watercraft lifts, docks, and gangways, dedicating its efforts to exceeding customer expectations while utilizing the highest quality materials and engineering to deliver sensible and functional waterfront solutions. The Tide Tamer team collectively has over 100 years of industry experience and works directly with dealers and marine contractors to design watercraft lifts that withstand the harshest of saltwater and marine environments.

Tide Tamer’s owners, Buzz Shackelford and Brad Griffin, said, “We’re incredibly proud to have built Tide Tamer into the company it is today, and we could not be more excited for Tide Tamer’s next chapter of growth as part of the Waterfront Brands family. Waterfront has an outstanding reputation in the industry and is an excellent fit for Tide Tamer to continue serving our customers and employees.”

With the acquisition of Tide Tamer, Waterfront Brands further expands its product portfolio for its dealers and end-users, covering all fresh- and salt-water marine environments. The combined product offering covers the broadest spectrum of product categories in the dock, watercraft lift and accessories markets, while accommodating all watercraft types, sizes and applications in the industry.

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About Waterfront Brands

Headquartered in Fergus Falls, MN, with additional manufacturing facilities in Claremore, OK, and Fort Lauderdale, FL, Waterfront is the industry-leading designer and manufacturer of premium watercraft lifts, docks, and related accessories. Under its four flagship brands, ShoreMaster, HydroHoist, Neptune and Tide Tamer, Waterfront offers a complete product line-up to its more than 700 independent dealers and distributors across North America as well as sells direct-to-consumer through both retail locations and its eCommerce websites.

For more information, please visit <https://www.waterfrontbrands.com/>

About Tide Tamer

Headquartered in Snow Hill, NC, Tide Tamer is a leading manufacturer and distributor of aluminum watercraft lifts, docks, and related waterfront accessories, primarily serving residential and commercial saltwater markets across the Southeastern United States. Tide Tamer goes to market through a dealer network as well as its own market-leading e-commerce platform Boat Lift Warehouse, which sells and distributes boat lifts as well as other waterfront related products. In addition to Tide Tamer's manufacturing facility in Snow Hill, NC, the Company also operates a distribution center in Madison, FL.

For more information, please visit <https://www.tidetamer.com/>.