

Sea Otter Classic, Inc.

April 4, 2012

To Whom It May Concern:

Mari Lynch provided writing, editing, and related services to the Sea Otter Classic. Among her responsibilities was a major revamping of the content and organization of the Sea Otter Classic website as we began our third decade.

Although the Sea Otter Classic is already long renowned as the bicycle world's premiere festival and one of the world's largest, Mari's work greatly elevated our event. Her writing masterfully conveyed Sea Otter's purpose and activities, blending a serious professionalism with a lively sense of fun.

Mari's expertise in web content development and web design collaboration made her services a very worthwhile investment. One of the benefits was that the workload of our management team was lightened. In past years, we received inquiries from confused website visitors; thanks to Mari, the confusion disappeared. Sponsors, vendors, athletes, spectators, and others participating in the Sea Otter Classic could now navigate the site easily to quickly find the information they needed. The clarity of the content she provided and her careful attention to website organization meant that our management team's time was now freed up to benefit Sea Otter Classic participants in other ways.

She conducted the necessary research and interviews to write some of our press releases, helping to stir up interest in a new event. As a result, attendance for this event was far higher than expected. Mari also wrote feature stories for news magazines. This helped bring greater public awareness that the Sea Otter Classic is not only about internationally renowned racing and North America's largest bike exposition, it is also a festival for a wide variety of bicycling enthusiasts of all ages.

As a participant in weekly phone conferences with Sea Otter team members, Mari offered many helpful ideas. These team members and all of our management team commented that they appreciated Mari's contributions. Our Director of Festival and Media/Marketing Operations, who worked with her most closely, repeatedly remarked, "Mari is such a pleasure to work with."

Mari has a well-earned reputation for integrity and ethics. It is my pleasure to recommend her.

Sincerely,



Frank Yohannan
President & CEO