



September 30, 2015

To Whom It May Concern:

I am the Manager of Tournament Remote Merchandising for The PGA TOUR. I have had the distinct pleasure of working with Salem Sports for the past 7 years.

Salem is always more than ready to help us meet our needs. Whether it is a simple custom sign or a large graphic to help increase our visibility Salem is always there for us. To us they are much more than a sign company. They are an incredible company that builds our merchandise fixture interiors at 15 PGA TOUR events a year. A great interior isn't complete without the people who build it. They handle everything from being a part of the design of the fixtures, materials that will meet our needs, storage, transportation and of course the set up on site. They are very professional, timely and outstanding communicators. They are always anticipating our needs.

In 2014 as we embarked on the next generation of event retail, Salem was with us every step of the way. They were part of the team who helped us create and build The SHOP which is a PGA TOUR patron experience with modern appeal that engages our consumer.

We could not do what we do at each event without Salem Sports. I highly recommend this team as I feel there is no one in the industry who understands our needs better than Salem.

Sincerely,

Sue Cramer