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To whom it may concern:

Prysmatic Advisors is a consulting and mergers and acquisitions advisory firm focused on lower middle market companies and their owners.

Starting in May 2014 and ending in March 2015, Prysmatic retained the services of Jeff Brown to participate in the transformation of a family-owned company. The Company produced and distributed a line of niche cleaning and maintenance products focused on the recreational vehicle and motorcycle enthusiast markets. In addition, the company distributed a line of industrial lubricants to numerous industrial product distributors.

The critical areas where Jeff's contributions were important included outsourcing, marketing and website development. Jeff recognized that the cost of goods at the Company was understated since it only included the direct material and packaging costs and excluded direct and indirect labor. This made it clear that outsourcing manufacturing and fulfillment would reduce the company's cost structure.

Jeff identified outsourced manufacturing alternatives, prepared the request for proposal, supervised the trial process and successfully identified multiple outsourced vendors with the demonstrated capability and desire to produce the product. Jeff also identified multi-location outsourced fulfillment organizations that would more efficiently and cost-effectively handle order fulfillment. An important element of the fulfillment process was Jeff's experience utilizing internet-based shopping cart software that would enable orders to print directly at the outsource fulfillment center.

Jeff was able to quantify that the change to outsourced manufacturing and fulfillment would contribute a net increase in cash flow in excess of \$100,000, a very significant number for a company with under \$2,000,000 in revenue.

The other area of importance was Jeff's vision of taking the company's disparate product labels and rebranding them into a family of products that would stand out on retail shelves. Jeff vetted and brought together a focus group of professional marketing and advertising practitioners. Part of the vision included a more prominent company logo, uniform label format and impactful use of color. These new images were combined in new unique advertising pieces for trade publications. Jeff was able to leverage his network of designers to very cost-effectively realize the vision.

The net effect of these and other initiatives was to position the company to be a much stronger competitor as a stand-alone business and contributed significantly to the amount of money that the ultimate strategic buyer was willing to pay for the company. The Company was sold to a strategic competitor prior to implementation of all the initiatives Jeff had prepared to execute.