

To Whom It May Concern:

This letter is my personal recommendation for Kevin McCarry. I have worked with Kevin very closely over the last year and a half in my Shop.CallawayGolf.com Business Manager role.

Kevin inspires his coworkers, is extremely dedicated, and has a very strong propensity for getting things done on time and on point. His design work on our email marketing campaigns helped Shop.CallawayGolf.com grow its email based revenue by 70% Y/Y. He was also instrumental in new product additions that grew our sites offerings by 79% Y/Y. These are very impressive numbers that Kevin had a direct impact on.

In addition to being an asset to our overall marketing efforts, Kevin also contributed to the company in ways that were above and beyond his general job responsibilities. He was awarded the Callaway Golf Interactive “Golden Shovel” for his efforts. This award is given to one of our 70 full time employees only once per quarter.

I highly recommend Kevin for employment. He is well respected among his colleagues and I am confident that his knowledge, experience, and professionalism would be an asset to any organization.

Sincerely,
Seth T. Aikman
Business Manager, Shop.CallawayGolf.com
Callaway Golf Interactive
setha@callawaygolf.com
Office: 512-617-7137
Cell: 512-804-8473