

From the Desk of Brian Aungst, Sr.

October 22, 2010

JoTo Extreme PR has been the PR Agency of Record for the Bright House Super Boat National Championship Festival for 2 years now. When originally asked to come on board in 2009 they only had 6 weeks to deliver. They went over and above to create an overwhelming response for the races via the Tampa Bay media.

Through a clever and professional PR strategy JoTo was able to secure stories and news segments in nearly all the major Tampa Bay media outlets, as well as a multitude of smaller channels which helped create large popularity for the races.

Again in 2010, JoTo flanked Bright House's TV spots with a PR campaign that kept the media informed many weeks in advance of the festival - this time to all of Florida. Their coverage exceeded that of last year resulting in over 100 placements in newspaper, TV and radio spots not only in Tampa Bay, but in various parts of Florida and even international mention.

JoTo works in a thorough and professional manner; they understand the media and work with them to create a win-win situation for both their clients as well as the press. I know with JoTo on board that we will be ethically and responsibly represented - and that we will get results!

With sincere thanks,

Brian Aungst, Sr.
Senior Director PR & Government Relations, Bright House Networks
Co-Chair, Bright House Super Boat National Championship Festival