

## Exhibit B: Trek Letter

Copy of the Trek ad, "A letter to Wisconsin" run in the Sunday, July 20<sup>th</sup> edition of the *Milwaukee Journal Sentinel*, appearing on page 5A.

**TREK**

July 20, 2014

**A letter to Wisconsin**

Over the past few months, much has been said about Trek. Governor Walker's campaign recently ran an inaccurate political ad about Trek. This compels me to set the record straight:

- Trek is a global company that employs nearly 1,000 people in Wisconsin, including designers, engineers, researchers, and manufacturing employees, with an annual payroll of more than \$52 million.
- Today we manufacture bikes in Wisconsin, Germany, Holland, and China. In fact, we manufacture more bikes in the United States than any other bicycle company. Trek makes bikes in Wisconsin and exports and sells them globally.
- Trek's largest shareholder is the Employee Stock Ownership Plan.
- Trek pays more than \$400,000 annually in property taxes.
- Trek was named to *Outside Magazine's* 2012 list of Best Places to Work.

Trek is committed to Wisconsin.

- Trek's founder, Richard Burke, left his entire estate to the Burke Foundation. Burke Foundation grantees include Milwaukee's Urban Ecology Center, the Milwaukee Institute of Art and Design, and the Burke Scholars of Marquette University. This is more than \$20 million to worthy Wisconsin causes.
- Trek has contributed more than \$11 million in the last 24 years through the annual Trek 100 Ride for Hope, a fundraiser for Midwest Athletes Against Childhood Cancer (MAACC Fund).
- Trek supports 58 small Wisconsin businesses — Trek retailers — who employ more than 400 employees.
- Trek donated \$1.5 million to create the Madison B-cycle bike sharing system and runs it for free.
- Trek founded Madison and Milwaukee DreamBikes, which provide access to affordable, quality bikes to those in need and also provide youth with valuable work experience.

We've spent 40 years building Trek into one of the greatest bicycle companies in the world. We are proud of the significant impact Trek and its 1,000 employees in Wisconsin have had on the people and state of Wisconsin, and no one can change the facts. Not even politically motivated ads.

Sincerely,

*John Burke*

John Burke  
President, Trek Bicycle

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