

January 6, 2012

Dear Valued Customer,

While successfully taking many steps to remain competitive in the marketplace through the downturn there are associated costs with operating our business that cannot be ignored. Most are aware that scrap pricing remains somewhat volatile heading into 2012. In addition, increased costs associated with wages and benefits, in particularly healthcare costs, needed for us to retain the highest quality people throughout the organization to service our customers, along with higher utility costs and other critical operating expenses continue to push our operating costs ever higher.

As a result of these ongoing cost increases Dayton Superior will be implementing a 4% price increase effective February 6, 2012.

This increase affects all Accessory products; all Forming related accessory products under the Symons brand, and all Dayton/Unitex brand chemical products. While new price pages with revised list prices will not be printed at this time, new on line price books with the 4% increase will be available to download from our website at [www.daytonsuperior.com](http://www.daytonsuperior.com) by January 23, 2012.

Existing quotations will be valid for a 30-day period from the actual quote date. If we do not receive a purchase order within 30 days from the time of the quote, we will re-price the job reflecting this latest increase. All orders received from any quotation will be manufactured and delivered within our normal production and delivery schedule. No extended delivery dates will be offered on existing quotations unless specifically highlighted in the quotation. For delivery schedules requiring material delivered beyond our normal production and delivery cycle please contact your Regional Sales Manager or Customer Service Representative for additional price escalators that may apply beyond our standard terms and conditions.

Once the price increase is in effect on February 6<sup>th</sup>, Dayton Access users can download an updated account-specific price list through the Dayton Access Portal. Dayton Access customers (within the United States) set-up as Account Administrators can download their price list on demand from the Products page. The price file will include the product list price, account-specific discount, net price, and quantity price breaks (if applicable). To receive an email with the price list attached, just click on the "Products" link and select the file format by clicking "TXT" or "XLS" from the "Format" drop down box. After selecting the file format, click "Download Price List". The email with the attached price file will arrive within five minutes. If your company does not have an Account Administrator or is not signed up as a Dayton Access user and you're interested in this feature, please contact Sondra Poast at [sondrapoast@daytonsuperior.com](mailto:sondrapoast@daytonsuperior.com) or by phone at 937-866-0711 x44112.

If you have any questions, please contact your Dayton Superior Corporation Dealer Sales Manager. Thank you.

Best regards,  
DAYTON SUPERIOR CORPORATION

Keith M. Sholos  
Vice President, Sales