

January 6, 2012

To: Dayton Superior Canada customers

Subject: General Line Price List Increase

Valued customers,

While we have successfully taken many steps to remain competitive in the marketplace during these difficult economic times, there are associated costs with operating our business that cannot be ignored. Many of you may be aware that scrap steel (a major component of our raw materials) pricing remains volatile heading into 2012. That, together with higher operating costs, contributes to increases in our overall costs.

As a result of these ongoing cost increases, Dayton Superior Canada will be implementing a 5% price increase effective February 15, 2012.

Please note that our most recent published General Line price list is dated May 15, 2010 and that in the spring of 2011 we implemented a 5% increase to those prices.

The net result of the changes will be a 10% surcharge added to the 5/15/2010 price list. Beginning February 15, 2012, you will need to manually add the 10% increase to the existing General Line price list. We apologize for this inconvenience, but please be assured it is only temporary. We are in the process of developing a current list that includes the 10% increase and will make this available to you as soon as possible.

Existing quotations will be valid for a 30-day period from actual date of the quote. If we do not receive a purchase order within 30 days of the quote date, we will re-price the quote reflecting the latest increase. No extended delivery dates will be offered on existing quotes unless specifically agreed to by an authorized Dayton Superior employee.

If you have any questions, please contact us at any of our Canada locations.

Thank you for your continued support.

Regards,
Jim Fennessy
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