



November 8, 2011

Dear Valued Customer,

In an effort to continue to provide exceptional service to our loyal customers, Dayton Superior is streamlining our accessory product offering. Beginning on December 1, 2011, and continuing through January 1, 2012, we will implement modifications to our on-line accessory price book that will define our standard product offering more clearly. You will see the following in the new on-line price books:

- A more user-friendly price book.
- A clearly identified offering of standard, stock, and make-to-order products with each identified and priced accordingly.
- A relevant product offering that complements current market demands.

We believe our customers will benefit from these changes. As carrying costs, the price of fuel, and raw material costs continue to rise; Dayton Superior will continue to aggressively offer our customers the most complete portfolio of products available in the industry. Other changes you will see in the new on-line price book include:

- Eliminating many of the slow-moving items.
- Products for unique applications outside of our standard product offering on a configured or make-to-order basis.

As in the past, for pricing on the "Out of Catalog" products, please contact your Dayton Superior Sales Representative or Customer Support Representative.

If you have any questions please, contact your Dayton Superior Sales Representative.

Thank you,

A handwritten signature in black ink, appearing to read "Sean Hirka". The signature is fluid and cursive, with a large initial "S" and "H".

DAYTON SUPERIOR CORPORATION
Sean Hirka
Group Product Manager, Accessory Products