



March 2, 2010

Re: North American Price Increase Announcement

Dear Valmont Customers:

Due to increasing costs of raw material, Valmont Structures will be increasing list prices on many of the items we manufacture. This increase will go into effect April 5, 2010. Depending on product type and finish we will be initiating a price increase of up to 8%. We are in the process of updating our price list to reflect this change.

All new project quotations, as of today's date, will reflect the new prices. All hold for release orders must be released for immediate shipment by April 5 or may be subject to this increase. Please contact your Valmont Sales Manager for specific transaction details.

By maintaining the value of our product, we are able to deliver the innovation in products and services that our customers demand.

Thank you for your business and look forward to your continued support.

Sincerely,

A handwritten signature in black ink that reads "Dan Witt". The signature is fluid and cursive, with a large initial "D" and "W".

Dan Witt

Vice President of Marketing, R&D, and Customer Engagement.