



January 24, 2011

Re: North American Steel Price Increase Announcement

Dear Valmont Customers:

The global steel market continues to experience rapid inflation for critical production inputs which are causing significant increases in steel prices. Steel mills continue to squeeze capacity and enforce multiple surcharges to cover their costs. Because of this, effective March 1, 2011, Valmont Structures will be increasing list prices on our steel products up to 9%. We are in the process of updating our price lists 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 March 1 or they may be subject to this increase. Please contact your Valmont Sales Manager for specific transaction details.

Our commitment to continuously improve the customer experience is unwavering, even during these difficult economic times. We thank you for your business and look forward to your continued support.

A handwritten signature in black ink that reads "Dan Witt". The signature is fluid and cursive, with a long horizontal stroke at the beginning.

Dan Witt  
VP, Marketing and Customer Engagement

A handwritten signature in black ink that reads "Jason Palumbis". The signature is cursive and somewhat stylized, with a large initial "J" and "P".

Jason Palumbis  
VP, Sales

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