



May 4, 2011

Re: North American Price Increase Announcement

Dear Valmont Customers:

It is no secret that transportation expenses are on the rise for consumers and business owners alike. Trucking companies continue to place an emphasis on compliance with federal hours of service regulations and equipment utilization all while staffing remains tight. Fuel surcharges, associated stop charges and detention fees have increased to reflect this dynamic. Because of this, effective June 1, 2011, Valmont Structures will be increasing list prices on our lighting, transportation, and wireless communication structure products up to 4%.

As well, raw material aluminum ingot costs continue to escalate causing significant increases in aluminum prices. In addition to the transportation related increase, effective June 1, 2011, Valmont Structures will be increasing list prices on our aluminum products up to an additional 3%.

We are in the process of updating our price lists to reflect both changes. All new project quotations as of today's date will reflect the new prices. Valmont will honor all existing hold for release business as a continued commitment to our valued customers. Please contact your Valmont Sales Manager for specific transaction details.

Amidst these difficult economic times, our commitment to improve the customer experience is unwavering. We thank you for your business and look forward to continually strengthening our partnership.

Best regards,

A handwritten signature in black ink that reads "Dan Witt".

Dan Witt  
VP, Marketing and Customer Engagement

A handwritten signature in black ink that reads "Jason Palumbis".

Jason Palumbis  
VP, Sales