

Date: March 10, 2010

To: Our Valued Customers

Re: Price Increase Announcement of 10% Effective April 1, 2010

The steel mills continue to implement higher prices due to dramatic increases in their raw material costs and their strong order books. We do not know how long the run-up in steel prices will last but, at this time, we do not see any relief in sight.

In light of these rising costs, we are forced to increase our prices on all products by 10% effective April 1<sup>st</sup>, 2010.

We will honor all job quotes in accordance with our published quote policy. Job quotes must be activated within 90 days of the initial quote. Please contact your local Inside Sales Representative to review open quotes.

In order to help plan your business, Dietrich will issue updated price lists on or before March 26, 2010. We thank you for your continued loyalty and support. Our ambition begins and ends with becoming the very best supplier of construction materials.

Sincerely,



Todd Muirhead  
V.P. – Sales and Marketing  
Dietrich Metal Framing