



DAY PRINTING

April 1, 2009

Our company engaged Dario Designs, Inc. to create a master plan. The challenge for Dario and his group was to assess our current capabilities as a newspaper and commercial printer, and then extract from us what our future needs and goals were in relation to growth potential and building needs.

Dario, Dick Keener and Leo Parker performed a Herculean task in collecting the data, asking the right questions, analyzing the data, and helping our group wrestle with producing quantifiable goals and objective targets. The result was a master plan that measured our company in both capabilities, limitations to growth and gave guidance and options for the future. Dario and his group clarified in a very understandable manner the limitations and drawbacks of our current processes. Even more importantly they proposed solutions and options with a clarity and understanding that those of us too deep into the forest to see the trees could grasp and build towards.

I have known Dario for over 20 years. I believe Dario to be one of the elite in this industry. Elite in his knowledge base, understanding of all sides of the equation and his ability to perceive and explain what is "reality" in our operation - no matter what we want it to be. His honesty and fairness is above reproach. Two qualities that are essential in this industry. I hope to have the opportunity to work again with Dario and his staff.

Sincerely,

William R Langman Jr.

Production Director

The Day Publishing Company

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