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MEMBER
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July 9, 2003

Dario Designs, Inc.
205 Walnut Street
Framingham, MA 01702

Dear Dario:

On behalf of Journal Publishing Company I want to thank you and your staff for the excellent support and expertise provided on our new packaging equipment project. From the planning and programming phase of the project to the final selection of vendors, the customer service your company and particularly David Ehrhardt provided far exceeded my expectations.

While I'm confident we could have made a good decision without your company's support, the experience you, David and the rest of your staff brought to the table were invaluable. Without a doubt we made a better decision with Dario Designs' involvement.

As owners of a 38,000-circulation daily and four weeklies, perhaps the greatest benefit Dario Designs provided was in the evaluation and negotiation phases. Most companies our size view a front-end investment for consulting services like those provided on this project as difficult to justify. Contrary to that belief, the expertise and professionalism Dario Designs contributed made the project an easy sell to our Board of Directors. More importantly, the ROI for your services was easily recovered during the negotiation phase of this project.

David Ehrhardt was great to work with on this project. David went above and beyond the call of duty as defined by our agreement. David has called frequently to monitor our installation progress even though Dario Designs met their obligation long ago. Our perception is that he sincerely cares about the success of this project and understands its importance to our company. It's this type of customer service that will cause us to seriously consider your consulting services in future projects.

We look forward to working with you, David, and those working behind the scenes on future Journal Publishing projects.

Sincerely,



Clay Foster
Executive Vice-President and COO