



**Robert W. Rogers**  
Vice President, Operations  
Publishing Division

May 19, 2004

Dear Dario,

As you know, Media General, Inc. has used several newspaper production and facility consultants in the past. However, within the last year, we contracted with Dario Designs to do consulting and masterplan work for *The Tampa Tribune*, *The Bristol Herald-Courier*, and *The News & Advance* in Lynchburg, VA. We also signed an Architectural and Engineering contract with Dario Designs for a new production facility for *The Bristol Herald-Courier*. This is not by accident. Your company truly knows architecture, engineering, construction, newspaper workflows, and newspaper equipment. You also know how to put together an economical and efficient newspaper operation for production as well as for the office areas. What is most impressive is how Dario Designs treat their customers. Your team has always been attentive, honest, and straightforward in all dealings, and has gone above and beyond scope sometimes working only with a handshake. You don't "nickel-and-dime" the customer with change orders. What you say is what you do. As a matter of fact, we are now on our fifth project with Dario Designs and have yet to receive a single change order.

To the question: Is there value to Dario Designs' services? Absolutely! The surface work is one aspect of our dealings - the tangible work of drawings and masterplans. However, your organization brings more to the table than advertised. Like it or not, you are an industry expert. By dealing with many companies and suppliers you have an insight most will never achieve. As a consumer I find this insight priceless. It is easy to prove a positive ROI on Dario Designs' services, considering all that is offered.

During our negotiations you made a promise. Dario Designs committed to always tell us the truth, even when it came to sensitive issues like cost and schedules. This promise has especially been appreciated, now that some of these projects are fully under way. You tell us what we need to know to be successful.

We look forward to our growing relationship with Dario Designs.

Sincerely,

A handwritten signature in black ink, appearing to read "R. Rogers", written over a white background.

Robert W. Rogers