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Terrence L. Hartford
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July 30, 2013

Subject: Price Announcement

Dear Valued Customer:

Effective with shipments beginning on August 1, 2013, ATI Allegheny Ludlum is increasing base-selling prices for all 200 series grades, 300 series grades, and ATI 430™ cold-rolled sheet and strip, hot-roll and cold-rolled tubular quality sheet and strip, and Precision Rolled Strip® products. This price increase will be achieved by reducing the functional discount by two percentage points. The polish discount on all grades will be lowered by 10%. ATI Allegheny Ludlum is also increasing base-selling prices by \$0.04/lb. on all hot-roll and continuous-mill plate and plate-mill plate products.

In addition, effective with shipments on October 1, 2013, ATI Allegheny Ludlum is increasing base-selling prices for all 200 series grades, 300 series grades, and ATI 430™ cold-rolled sheet and strip, hot-roll and cold-rolled tubular quality sheet and strip, and Precision Rolled Strip® products. This additional price increase will be achieved by reducing the functional discount by two percentage points. ATI Allegheny Ludlum is also increasing base-selling prices by \$0.04/lb. on all hot-roll and continuous-mill plate and plate-mill plate products.

This action is necessary to support continued growth and investment in our business. We appreciate your continued support as we implement these price increases. Please contact your ATI Allegheny Ludlum sales representatives for further details.

Sincerely yours,



Terrence L. Hartford
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