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William A. Morrow
Executive Vice President/Operations
(313) 446-6005

February 21, 1997

Top Hat Plan Exemption
Pension and Welfare Benefits Administration
Room N-5644
U.S. Department of Labor
200 Constitution Avenue, N.W.
Washington, D.C. 20210

Re: Crain Communications Inc
EIN: 36-0708800

Dear Sir or Madam:

This letter is a declaration that the above-mentioned employer has formally adopted the Crain Communications Inc Supplemental Executive Pension Plan.

This plan has the primary purpose of providing supplemental retirement benefits to a select group of management and highly compensated employees. A copy of the plan will be made available upon your request.

The plan has approximately 11 participants.

Please return a date-stamped copy of this letter to me in the self-addressed stamped envelope enclosed for that purpose. Thank you for your attention to this matter, and please call with any questions.

Very truly yours,



William A. Morrow
Executive Vice President

WAM:lh