



PRESS INFORMATION

NMHG Appoints Deep South as Yale Dealer for Large Portion of Northern Louisiana, Part of Texas *Deep South Now Represents Yale® Brand Lift Trucks in Select Markets*

GREENVILLE, N.C., (March 3, 2010) – NACCO Materials Handling Group, Inc. (NMHG) has appointed Deep South Equipment Company as the authorized Yale® [lift truck](#) dealer for the Sales and Service Territories to include select counties in Louisiana and Texas. The appointment became effective Feb. 15, 2010.

“We are excited with our appointment as a Yale® dealer and look forward to serving Yale® customers with value added solutions and our uncompromising commitment to excellence,” said John Parsons, dealer principal of Deep South.

“We are confident that Yale® customers will come to appreciate the commitment to best in class customer service provided by Deep South,” said Bob Sattler, vice president of dealer business development for NMHG. “Their professionalism and passion, combined with their ability to provide materials handling solutions of the highest quality will certainly enhance the customer experience.”

Yale Materials Handling Corporation markets a full line of material handling lift truck products and services, including electric, gas, LP-gas and diesel powered lift trucks; narrow aisle, very narrow aisle and motorized hand trucks. Yale is an operating division of NACCO Materials Handling Group, Inc. (www.nmhg.com). NMHG is one of the world's largest lift truck manufacturers. NMHG, employs approximately 5,500 people worldwide, and is a wholly owned subsidiary of NACCO Industries, Inc. (NYSE: NC).

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