

## **PRESS INFORMATION**

### **NMHG to Use ECU Athletics Sponsorship to Raise Awareness for United Way of Pitt County**

**GREENVILLE, N.C. (Aug. 31, 2010)** – NACCO Materials Handling Group, Inc. (NMHG) has always believed in the importance of giving back to the local Greenville, N.C. community and surrounding county. NMHG is proud to be a sponsor of East Carolina University (ECU) athletics, while simultaneously raising awareness for a charity close to the company's heart: United Way of Pitt County.

"In conjunction with our United Way activities, NMHG is proud to partner with ECU athletics in football, basketball and baseball for the upcoming 2010-11 season," said Jonathan Dawley, VP of marketing, NMHG. "During each sport, NMHG will sponsor touchdowns, three-pointers and home runs as a way to communicate our partnership with United Way. Our desire is that continuous visibility for our United Way partnership will lead others to invest in the community as well."

Cecelia Scott, Executive director of United Way of Pitt County, concurs that the ECU athletics sponsorship is a unique way of getting the message out.

"We are excited to have NMHG, once again, commit to partnering as a Pacesetter organization with United Way in 2010," said Scott. "NMHG's sponsorship of ECU athletics will give strong visibility to United Way throughout all of eastern North Carolina."

During the United Way kickoff meeting at NMHG Americas headquarters, Scott highlighted three key areas of focus for United Way of Pitt County in 2010:

- Improve reading and math competency for kindergarten through third-grade children to establish a strong base for future learning and success
- Offer skills training for Pitt County residents to increase their ability to achieve and retain solid employment
- Deploy safety net services for residents living in "hurricane alley" to improve quality of living should disaster affect the area

"We are excited to support the objectives for United Way of Pitt County," Dawley stated. "It is due to the generosity of our employees, even during these recessionary times, that we are able to make a difference in our local community through United Way programs."

To join NMHG and its employees in investing in Pitt County, visit <http://uwpcnc.org/donate>.

Each year, NMHG and its employees are leading contributors to United Way of Pitt County. On Aug. 30, 2010, United Way presented the NMHG Americas facility in Greenville, N.C., with its Summit Award, noting the company's 2009 local community contribution of \$225,000.

The Summit Award is part of United Way's Spirit of America recognition, which identifies companies who have gone above and beyond to invest in their local communities.

Founded more than 50 years ago, United Way of Pitt County is a volunteer-driven, nonprofit organization that seeks to advance the common good by focusing on the keys to a good life – education, income, health and neighbors helping neighbors. United Way of Pitt County is a member of the United Way of America, located in Alexandria, Va. United Way of America is an independent, national organization that serves approximately 1,400 other United Ways across the country.

**A world leader in the lift truck industry,** [NACCO Materials Handling Group, Inc.](#) (NMHG) designs, engineers and manufactures materials handling equipment for virtually every market niche, including warehouse trucks, counterbalanced trucks and large capacity lift trucks. [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. NMHG is one of the world's largest lift truck manufacturers. NMHG, employs approximately 4,500 people worldwide, and is a wholly owned subsidiary of NACCO Industries, Inc. (NYSE: NC).

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