PRESS INFORMATION

NMHG Taps Jackson Marketing Group as Agency of Record

GREENVILLE, N.C. – Jan. 20, 2010 – NACCO Materials Handling Group, Inc. (NMHG) has selected Jackson Marketing Group, South Carolina's second largest integrated marketing communications agency, as its Agency of Record. Jackson Marketing Group will be providing strategic planning, brand positioning, creative development, strategic dealer support, dealer marketing support, web development, collateral support, public relations and event management.

"As we strengthen and grow our brands, it became clear that Jackson Marketing Group was the ideal long-term partner," said Jonathan Dawley, vice president of marketing for NMHG. "The combination of their branding experience, their unique blend of marketing services, and their experience working with dealer organizations, will be critical as we move into the future."

"NMHG fits perfectly into the portfolio of leading brands that we support," said Darrell Jackson, president and CEO of Jackson Marketing Group. "We are honored to be part of the NMHG team and look forward to helping continue the legacy of these two great brands."

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 cargo and container handling trucks with the widest capacity range in the industry – from 2,000 to 115,000 lbs. Designed and marketed under the brands Hyster and Yale, NMHG is one of the world's largest lift truck manufacturers. NMHG, which employs approximately 5,500 people worldwide, is a wholly owned subsidiary of NACCO Industries, Inc. (NYSE: NC).

Jackson Marketing Group, headquartered in Greenville, S.C., and with an office in Charlotte, is a fully-integrated marketing communications agency offering strategic planning, interactive media, advertising, public relations, motorsports, event management, video production, fulfillment, warehousing and call center services. JMG provides a variety of integrated marketing communications services for blue-chip brands such as BMW Manufacturing Co., Volvo, Verizon Wireless, Milliken & Company, Bloom and Food Lion Grocery Stores, Blue Bird School Buses, Clemson International Center for Automotive Research, Greenville Hospital System, Oldcastle Architectural Products, The Palmetto Bank and The American Red Cross. For more information, visit the company's website at www.jacksonmg.com.

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