



HYSTER COMPANY

A Division of NACCO Materials Handling Group, Inc.

1400 Sullivan Drive, PO Box 7006, Greenville, NC 27834 (27835-7006)

January 26, 2010

TO: All Hyster Dealer Principals, Branch Managers, Sales Managers and Sales Representatives
SUBJECT: **Hyster 2010 GAME ON! Sales Recognition Program**

We are pleased to announce the new Hyster 2010 GAME ON! sales recognition program. The Hyster GAME ON! program will embrace a Fantasy Sports theme featuring Three Seasons for Selling – Basketball, Baseball and Football.

All players have a chance to earn valuable rewards at the end of each sporting season plus the grand prize year-end group event* which will be announced at mid-year. (Please review the attached 2010 GAME ON! Rules.)

Season One: Basketball - Begins January 1 through April 30 and rewards the Top Four MVPs with the highest number of Hyster units sold. Each MVP will receive 25,000 points (\$500 value). Points will be deposited in an individual's Loyaltyworks account; redeemable for gifts and travel.

Season Two: Baseball - Begins May 1 through August 31 and rewards the Top Four MVPs with the highest number of Hyster units sold. Each MVP will receive 25,000 points (\$500 value). Points will be deposited in the individual's Loyaltyworks account and are redeemable for gifts and travel.

Season Three: Football - Begins September 1 through December 31 and rewards the Top Four MVPs with the highest number of Hyster units sold. Each MVP will receive 25,000 points (\$500 value). Points will be deposited in the individual's Loyaltyworks account and are redeemable for gifts and travel.

Year-End All-Stars: Begins January 1 through December 31 and rewards the Top 25 All-Stars with an event. The Top 8 All-Stars will be recognized as Hyster President's Circle winners and will receive VIP event treatment and those who earn this status for three years (consecutive or non-consecutive) receive the prestigious Hyster President's Circle ring.

Everyone here at Hyster Company is looking forward to assisting every player in being the best they can be in 2010.

Sincerely,

HYSTER COMPANY

Patrick Duhaime
Director, Hyster Brand Management

* The group event will take place in the spring of 2011. Details regarding destination and dates will be announcement in mid-2010.

Confidential Information for Hyster Employees and Authorized Hyster Dealers Only.

