



August 3, 2011

To: NMHG Dealer Principals, Branch Managers, Sales Managers
Cc: NMHG Marketing and Sales Staff
From: Don Chance, President NMHG Sales
Re: Organization Announcement

In previous meetings we have expressed to you our commitment to significantly invest resources to increase penetration in the warehouse segment of the business. It is with that note, that I am pleased to announce the appointment of Michael Moran to the newly created position of Director of Warehouse Product Sales. This position will report directly to me as a member of my leadership team to ensure it has the focus and attention required to enhance our penetration into this highly competitive and expanding segment of the market.

Michael brings over (17) years of industry experience to the organization with the last (15) years within the Crown organization in both Direct Sales and Sales Management positions. His primary role for the short-term will be to develop a Direct Sales team to work with the Distribution Network to successfully penetrate Regional Sales opportunities within the warehouse segment of the business. We will be developing a team of "Hunters" with significant warehouse experience to facilitate our growth within the market. I believe this team will be a key element in our mutual success and feel this investment will support our growth within the Dealer Network. In addition, we plan to expand our coverage within David LaDue's National Account team to lay the foundation for success within high profile accounts.

Michael is a graduate of Eastern Illinois University with a Bachelor of Arts Degree in Economics and Business Administration. Michael will work out of the Chicago market for the short-term with future plans to relocate with his wife Cheryl and their two sons Dylan and Austin to the Greenville, NC area. I am very excited and confident that the creation of this new group will provide both our organizations with increased sales opportunities and I ask for your support in working with Michael and his new team in our joint efforts to penetrate this important segment of the market.

Best Regards,

Don Chance

