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FOR IMMEDIATE RELEASE

WISCONSIN LIFT TRUCK CORP. EARNS CAT LIFT TRUCKS “QUEST FOR EXCELLENCE” DEALER OF THE YEAR AWARD

HOUSTON (March 30, 2010) – Cat Lift Trucks (<http://www.cat-lift.com>) recognizes Wisconsin Lift Truck Corp, located in Brookfield, Wisconsin, as a 2010 “Quest for Excellence” Dealer of the Year for exhibiting exceptional sales performance, customer relationships and operational knowledge of Cat® lift trucks in 2009. Wisconsin Lift Truck exceeded expectations in new machine and parts sales throughout the year.

“We are proud of Wisconsin Lift Truck for exceeding goals that were set for them during such a difficult year,” said Kent Eudy, vice president of dealer sales for Cat Lift Trucks. “We congratulate the staff for their overall excellence in superior service and sales. Wisconsin Lift Truck is a valuable part of the Cat Lift Trucks’ business, and we look forward to continued success in 2010.”

Dealers winning this honor receive several prizes including warranty labor reimbursement and discounts on qualifying OEM and Rapidparts, Inc. stock order purchases for the next 12 months.

“To be recognized as a top dealer and receive this award is a great honor,” said Jerry Weidmann, president of Wisconsin Lift Truck Corp. “We take great pride in providing our customers with the most dependable and reliable lift trucks available as well as excellent customer service.” Wisconsin Lift Truck Corp., one of Wisconsin’s largest privately held firms, is a 48-year-old full service material handling company with over 270 employees at its headquarters in Brookfield and its branches in Germantown, Green Bay, Janesville and Wausau, Wisconsin.

About Cat Lift Trucks

Cat Lift Trucks - Everything You’ve Come to Expect.

Cat Lift Trucks offers reliable lift trucks backed by industry-leading customer service and support through one of the most extensive dealer networks in North, Central and South America. With capacities ranging from 2,500 to 36,000 pounds, the company is recognized for its solutions-oriented and durable line of material handling equipment for commercial and industrial applications. Cat® lift trucks are manufactured and distributed by Mitsubishi Caterpillar Forklift America Inc. (“MCFA”), a leading manufacturer of forklifts in the United States, Mexico, Canada and Latin America. For more information on Cat Lift Trucks, visit <http://www.cat-lift.com>, call 1-800-CAT-LIFT or become a fan on Facebook (<http://www.facebook.com/catlifttrucks>).

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