



FOR IMMEDIATE RELEASE

**Douglas Dynamics Announces Expansion of Corporate
Headquarters in Milwaukee**
*Renovation will Allow Company to Meet Increased Demand and Maintain
Growth Trajectory*

MILWAUKEE (October 21, 2015) – [Douglas Dynamics, Inc.](http://www.douglasdynamics.com) (NYSE: PLOW), North America's premier manufacturer of snow and ice control equipment, today announced the expansion of its Corporate Headquarters in Milwaukee. The investment will ensure the company can meet growing demand for its products and continue to improve efficiency using its proprietary Douglas Dynamics Management System (DDMS).

"Our company was founded in Milwaukee and has grown here for more than 65 years. We are eager to reinvest in the area in order to achieve our long-term growth potential," said Chairman, Chief Executive Officer and President James Janik. "Milwaukee has a proud manufacturing heritage and a fantastic, qualified workforce, which has been instrumental in our growth to become the market leader in snow and ice control equipment."

For the past two years, Douglas Dynamics has ranked first and second on The Milwaukee Business Journal's list of the 25 fastest growing companies in Wisconsin. The Company ranked number one with 38% growth from fiscal year 2012 to 2013 and ranked second from 2013 to 2014 with 56% growth. In addition, the company is one of only twenty-four companies recognized as a Top 100 Workplace for 6 straight years by the Milwaukee Journal Sentinel; every year since the Journal Sentinel has been conducting the study. Over the past two years Douglas Dynamics has increased its headcount at its Milwaukee facility by approximately 20%. Founded in Milwaukee in 1950 by Douglas Seaman, Douglas Dynamics was originally known as Western Welding. In 1966, the growth of this company led to it moving to a much larger 20-acre site on Milwaukee's Northwest side. The most recent period of growth meant a multi-million dollar expansion and renovation of the facility was necessary for the company continue its growth trajectory. The Company's growth can be attributed to a combination of strategic acquisitions, the implementation of its proprietary Douglas Dynamics Management System (DDMS) and consistent execution leading to market share gains.

About Douglas Dynamics, Inc.

Home to the most trusted brands in the industry, Douglas Dynamics is North America's premier manufacturer of vehicle attachments and equipment. For more than 65 years, the Company has been innovating products that not only enable people to perform their jobs more efficiently and effectively, but also enable businesses to increase profitability. Our commitment to continuous improvement enables us to consistently produce the highest quality products and drive shareholder value. The Douglas Dynamics portfolio includes snow and ice management attachments for the commercial market sold under the FISHER®, SnowEx® and WESTERN® brands, snow & ice management attachments and customized truck equipment solutions for the municipal market sold under the Henderson® brand, turf care equipment under the TurfEx® brand, and industrial maintenance equipment under the SweepEx® brand. Additional information regarding Douglas Dynamics is available at www.douglasdynamics.com.

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