

December 1, 2011



Douglas Dynamics, Inc. Announces Pricing of Secondary Offering by Selling Stockholders

MILWAUKEE, Dec. 1, 2011 (GLOBE NEWSWIRE) -- Douglas Dynamics, Inc. (NYSE:PLOW) today announced the pricing of the previously announced secondary offering of 1,996,479 shares of common stock by certain of its stockholders, including affiliates of Aurora Capital Group, at a price to the public of \$14.75 per share. The Company will not sell any shares in the offering and will not receive any proceeds from the offering. The offering is being conducted as a public offering pursuant to an effective shelf registration statement under the Securities Act of 1933. The offering is expected to close on December 6, 2011, subject to customary closing conditions.

Robert W. Baird & Co. Incorporated is acting as the sole book-running manager for the offering.

Copies of the prospectus supplement and accompanying base prospectus relating to the offering can be obtained from Robert W. Baird & Co. Incorporated, Attention: Syndicate Department, 777 E. Wisconsin Avenue, Milwaukee, WI 53202, telephone 800-792-2413 or email: syndicate@rwbaird.com.

This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation or sale would be unlawful prior to their registration or qualification under the securities laws of any such state or jurisdiction.

About Douglas Dynamics

Headquartered in Milwaukee, Wisconsin, Douglas Dynamics designs, manufactures and sells snow and ice control equipment for light trucks, which is comprised of snowplows and sand and salt spreaders, and related parts and accessories. Douglas Dynamics sells its products under the WESTERN®, FISHER® and BLIZZARD® brands through a distributor network, primarily consisting of truck equipment distributors located throughout the Midwest, East and Northeast regions of the United States as well as all provinces of Canada. More information can be found at www.douglasdynamics.com.

The Douglas Dynamics, Inc. logo is available at <https://www.globenewswire.com/newsroom/prs/?pkgid=7433>

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