

May 5, 2010



Douglas Dynamics, Inc. Prices Initial Public Offering

MILWAUKEE, May 5, 2010 (GLOBE NEWSWIRE) -- Douglas Dynamics, Inc. (NYSE:PLOW) announced today the pricing of its initial public offering of 10,000,000 shares of its common stock at \$11.25 per share (before underwriting discounts and commissions). The offering will consist of 6,500,000 shares of common stock offered by Douglas Dynamics, and 3,500,000 shares sold by certain Douglas stockholders. The selling stockholders have granted the underwriters a 30-day option to purchase up to an additional 1,500,000 shares at the initial public offering price to cover over-allotments, if any. The company's common stock will trade on the New York Stock Exchange under the symbol "PLOW."

Credit Suisse Securities (USA) LLC and Oppenheimer & Co. Inc. are acting as joint book-running managers for the offering. The offering will be made only by means of a prospectus. Copies of the final prospectus relating to the offering may be obtained for free by visiting the U.S. Securities and Exchange Commission Web site at www.sec.gov. Alternatively, you may obtain a copy of the final prospectus by contacting: Credit Suisse, Prospectus Department, One Madison Avenue, Level 1B, New York, NY 10010, telephone 800-221-1037.

A registration statement relating to this offering was filed with and declared effective by the Securities and Exchange Commission. This press release shall not constitute an offer to sell or the solicitation of an offer to buy common stock of Douglas Dynamics, 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(R), FISHER(R) and BLIZZARD(R) 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.

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

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