

November 30, 2011



Douglas Dynamics, Inc. Announces Secondary Offering By Selling Stockholders

MILWAUKEE, Nov. 30, 2011 (GLOBE NEWSWIRE) -- Douglas Dynamics, Inc. (NYSE:PLOW) today announced a public offering of 1,996,479 shares of its common stock by certain of its stockholders, including affiliates of Aurora Capital Group. The Company will not sell any shares in the offering and will not receive any of the proceeds from the offering. Upon consummation of the offering, Aurora Capital Group and its affiliates will cease to own any shares of the Company's common stock.

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

A shelf registration statement (including a prospectus) relating to the offering of these securities was previously filed with the Securities Exchange Commission and is effective. Before investing, you should read the prospectus and other documents filed with the Securities and Exchange Commission for information about the Company and this offering. A copy of the prospectus may 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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Source: Douglas Dynamics, Inc.