



JOY MINING MACHINERY  
A Joy Global Inc. Company

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# NEWS RELEASE

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***FOR IMMEDIATE RELEASE***

**Keith Richardson Appointed Sales Director – Americas  
for Joy Mining Machinery**

WARRENDALE, PA, April 2009 – Keith Richardson has been appointed to the position of Sales Director – Americas and will be based out of the Joy global headquarters office in Warrendale, Pennsylvania.

Keith brings to this position an extensive amount of experience and knowledge in the underground mining and heavy equipment sectors. He most recently worked for Hitachi Construction Machinery in Cleveland, Ohio as Sr. Vice President of Major Accounts. From 1996 to 1998, he was Vice President and General Manager of Joy Mining Machinery's South East Region based out of Duffield, Virginia. Prior to this, Keith worked in various sales, marketing and general manager roles for MECO International in Johannesburg, South Africa and for American Longwall in Pittsburgh, Pennsylvania.

In Keith's role on the Joy Americas Leadership Team, he will be responsible for driving growth while increasing service and aftermarket share for the Americas Region. He will also be responsible for supporting each of the Joy Operational Excellence initiatives: Manufacturing, Engineering, Supply Chain and Service.

Keith holds both a B.Sc. in Mechanical Engineering and M.Sc. Materials Engineering from Newcastle upon Tyne Polytechnic, England.

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*Joy Mining Machinery, a subsidiary of Joy Global Inc., is a global leader in the development, manufacture, distribution and service of underground mining machinery for the extraction of coal and other bedded materials. For more information on Joy Mining Machinery visit [www.joy.com](http://www.joy.com).*