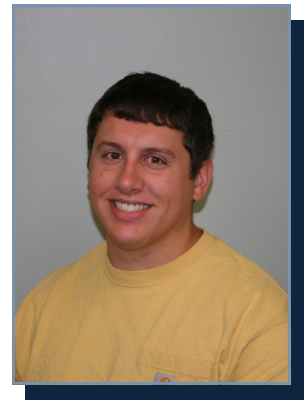


**For Immediate Release**

**Brandon C. Spencer Joins Ziegler CAT®/Business Performance Group ISR Training Program**

(July 26, 2011 — Des Moines, Iowa.) Brandon C. Spencer has joined Ziegler CAT® as an inside sales representative (ISR). The ISR program is a business-to-business, over-the-telephone program, providing product support and sales coverage to lower-volume customers.

Utilizing their nine-step hiring model, Business Performance Group assisted Ziegler CAT with Spencer's selection and hiring. Over the next 18 months, Spencer will maintain an office at Business Performance Group, where he will participate in Business Performance Group's ISR training and development program. Using a blend of self-directed learning, formal instruction, on-the-job projects, mentoring and coaching, Business Performance Group will work one-on-one with Spencer on sales plans and objectives, prospecting, account management, database management, sales execution, and sales of product support and machines. Business Performance Group offers ISR/Combo Rep Boot Camps, as well as Manager Sessions. Spencer will serve as a role model for future Boot Camp attendees.



**Brandon C. Spencer**

Currently a partner in Spencer Farms, Fort Dodge, Iowa, Spencer is a veteran of the U.S. Marine Corp where he worked extensively with heavy machinery. He has a strong background in farming, agriculture, and construction and formerly handled maintenance for grounds and buildings on the Grand View University campus.

Spencer earned a Bachelor of Liberal Arts degree from Grand View University, Des Moines, Iowa, and an AAS from Iowa Central Community College, Fort Dodge, Iowa. His dedication to community service includes Habitat for Humanity, Race for the Cure, Meals from the Heartland, Boys and Girls Home of Iowa, and Red Cross Bell Ringers.

Business Performance Group specializes in business-to-business telephone selling. Focusing on the top and bottom line, their business model centered approach is an end-to-end process from salesperson selection and training to sales leadership.

Independently owned and operated, Ziegler CAT® is one of the largest and most successful Caterpillar® dealers in the U.S., representing the full line of industry-leading Cat equipment, generators, and trucks. They currently employ over 1,300 dedicated professionals working in 19 facilities across Minnesota and Iowa.