

NEWS RELEASE



For Immediate Release

The North American Coal Corporation Adopts a New Logo and Unified Identity, Underscoring the Company's Position as a World Class Coal Provider

Dallas, TX – January 4, 2006 – The North American Coal Corporation announces its adoption of a new logo and unified identity for the company and its subsidiaries, underscoring the company's position as a world class coal producer.

"North American Coal is one of the oldest and most respected companies in the coal mining industry," said Clifford Miercort, President and Chief Executive Officer of The North American Coal Corporation. "Adopting a single, unified identity for the company and all of its operations will better portray the strength, stability, innovative mining practices and environmental stewardship for which North American Coal is well known."

According to Mr. Miercort, "The company's lignite coal mines will operate under the name of North American Coal, while the company's non-coal and mining services operations will operate under the name of North American Mining Company. The company's limerock dragline mining operations in Florida will operate as North American Mining Company - Florida Dragline Operations."

The new logo identity reflects North American Coal's business focus and environmental commitment: black for the coal the company mines is shown under a bright brown curve representing the earth's surface, accompanied by logotype in forest green and deep blue reflecting North American Coal's commitment to reclamation and environmental stewardship.

The North American Coal Corporation, a subsidiary of NACCO Industries, Inc. (NYSE:NC), mines and markets lignite coal primarily as fuel for power generation and provides selected value-added mining services for other natural resources companies. Corporate headquarters are located in Dallas, Texas. North American Coal operates six surface lignite mines in Texas, North Dakota, Louisiana and Mississippi, and also provides dragline mining services for independently owned limerock quarries in Florida. For more information, visit www.nacoal.com.

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