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Customer Chat: Caterpillar Marine launches online forum

Hamburg, Germany – Caterpillar Marine Power Systems (CMPS) has launched a new online forum designed to share product experience. The forum at www.Marine.Cat.com will provide a unique platform for existing and prospective customers to exchange opinions, questions and solutions related to Caterpillar® marine products and beyond. The move is also meant to fuel open and honest communication within the maritime community and to share the vast amount of application know-how which has been gathered with thousands of Cat® and MaK marine engines operating on the seven seas.

Online communities are becoming increasingly important for both consumer products and business-to-business applications. CMPS is the second division within Caterpillar to launch such an initiative and follows the community debut of Caterpillar's Electric Power Generation division in late 2008. The new online forum does not replace any of the existing customer service platforms, like the Application Support Center, or individual solutions at the various Caterpillar dealerships. However, it will provide existing and prospective customers an additional opportunity to network online.

“Join, discuss, solve” – this is the overall theme of the CMPS online forum. Initially, Caterpillar has set up nine different channels to share ideas: Cat Product, MaK Product, Engine Selection, Technologies, Sustainability, Regulations & Standards, Financial Services, Engine Room Discussions and General Topics. Experts from CMPS will monitor the discussions and provide additional support and advice if necessary. This also allows Caterpillar to gather direct customer opinions and feed them back into the organisation where appropriate.

First and foremost, the CMPS online forum fosters peer-to-peer interaction. From an enterprise perspective, however, the forum also dovetails future product and service offerings with customer needs in a new way. And because of the direct feedback from the field, potential issues will be detected and resolved quicker than ever before.

“Join, discuss, solve” opens up both a new area of customer interaction and marketing opportunity. The CMPS online forum complements the existing communication efforts perfectly and also significantly increases the CMPS web presence at www.Marine.Cat.com, which is a critical part of today’s business.

Characters: 2,392

Pictures available on request:

- 1.) Join, discuss, solve – Launch of the new CMPS customer forum**

About Caterpillar Marine Power Systems

Caterpillar Marine Power Systems, with headquarters in Hamburg, Germany, groups all the marketing and service activities for Cat and MaK marine engines within Caterpillar Inc. The organisation provides premier power solutions in the medium- and high-speed segments with outputs from 93 to 16,000 kW in main propulsion and 10 to 7,680 kW in marine generator sets. The sales and service network includes more than 2,100 dealer locations world-wide dedicated to support customers in ocean-going, commercial marine and pleasure craft wherever they are.

More information is available at: www.Marine.Cat.com.

About Caterpillar

For more than 80 years, Caterpillar Inc. has been making progress possible and driving positive and sustainable change on every continent. With 2008 sales and revenues of \$51.324 billion, Caterpillar is the world's leading manufacturer of construction and mining equipment, clean diesel and natural gas engines and industrial gas turbines. The company also is a leading services provider through Caterpillar Financial Services, Caterpillar Remanufacturing Services, Caterpillar Logistics Services and Progress Rail Services.

More information is available at: www.Cat.com.

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Editorial information:

Ronald Brüggmann

Manager Media Relations

Caterpillar Marine Power Systems

Phone: +49 40 2380-3104

E-mail: Brueggmann_Ronald@Cat.com

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