

**MIRENCO™**



Shareholders'  
Annual Meeting

*Welcome!*

December 19, 2009



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**TEAMWHAYNE**

# OFFICIAL BUSINESS

Dwayne Fossean, CEO



TEAMWHAYNE<sub>2</sub>

# Shareholder Vote

- Election of Board of Directors
  - Dwayne Fosseen
  - Don Williams
  - Mert Hanson
  - Tim Neugent
- Appointment of Auditors
  - Stark, Winter, Schenkein & Co., LLP as auditors for fiscal year ending December 31, 2009





**Edwin Downer**  
**General Manager**



**TEAMWHAYNE**

# Whayne Supply Company

- *Cat Dealer for Kentucky and S. Indiana.*
- *In service since 1913.*
- *Markets include Coal Mining, Rock Quarries, Construction, Forestry, Agriculture, On Highway Trucks, Gensets, Marine, etc.*
- *We serve our customers through our 1340 employees.*



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# Customers tell us that it's Getting Harder to Compete.

The collage features several magazine covers: ENR (The Top 600 Specialty Contractors), BusinessWeek (WAGE WARS), FINANCIAL (Oh, grow up), and The Economist (The oiloholics). Below the magazines is a line graph titled "New Home Sales Data Mirrors Housing Starts Data" showing a strong correlation between housing starts and new home sales from 2005 to 2015. To the right is a bar chart comparing "Highway Program" and "Program Funding with 0.5 Cent Adjustment" over the same period.

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# Customer Needs



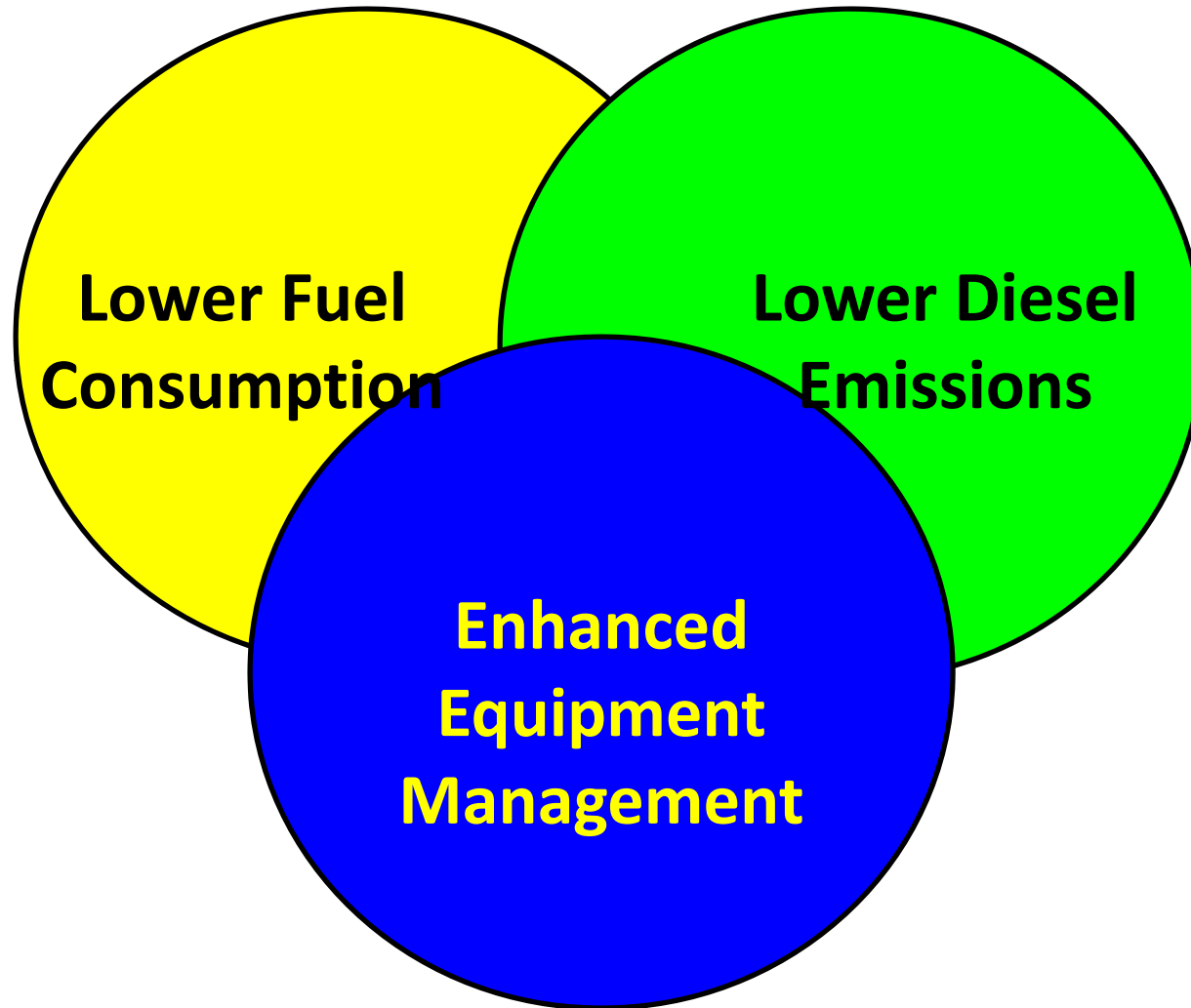
*Mirenco helps satisfy these Needs!*

- Job Site Productivity/Efficiency
- Lower Owning/Operating Costs
- Retaining/Hiring Qualified Labor
- Safety

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# *Mirenco Delivers on Customer Needs*



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# The price of oil has declined significantly.

11/30/2009 C=77.28 +.28 O=77.40 H=80.45 L=74.70 Mov Avg 3 lines



Created with SuperCharts by Omega Research © 1997

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*Lower price fuel pushes the economics to larger machines for fuel-concerned customers.*



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*“Green” is becoming more important.  
It is creating larger market opportunities!*

## EPA's Jackson Declares Carbon Dioxide a Health Hazard: Video

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Dec. 7 (Bloomberg) -- U.S. Environmental Protection Agency Administrator Lisa Jackson speaks at a news conference about the agency's decision to declare carbon dioxide a health hazard.

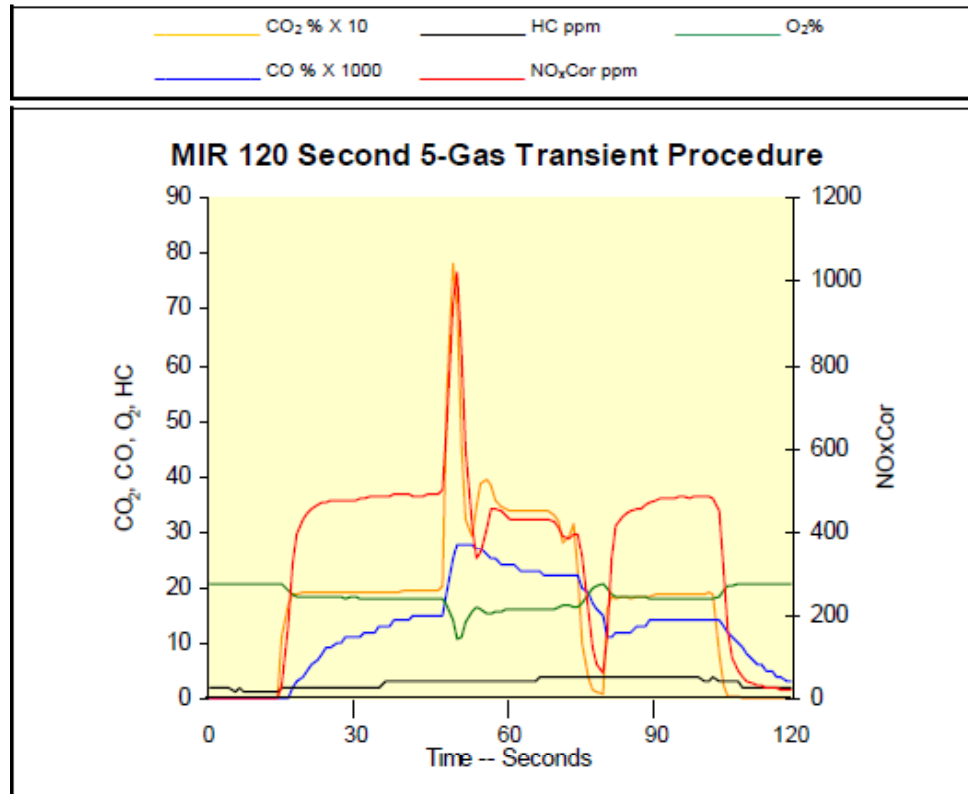
The move paves the way for new regulation of emissions from sources such as power plants, factories, cars and trucks. (This is an excerpt. Source: Bloomberg)

00:00 Decision to declare CO2 a health hazard



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*“Green” is becoming more important.*



*Mirenco MDEP evaluates both Carbon Monoxide and Carbon Dioxide!*

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# Whayne Mirencos Dealer Meeting and Webinar August 2009


*Introduced 30% of the Cat Dealers to  
the benefits of Mirencos.*



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# Wayne & Mirenc Video - Summer 2009



The screenshot shows a YouTube video player interface. At the top left is the YouTube logo with the tagline "Broadcast Yourself™". To its right is a search bar containing the text "mirenc" and a "Search" button. Below the search bar are navigation links for "Home", "Videos", "Channels", and "Shows". The video title "Mirenc Video" is displayed above the video frame, with expand and share icons to its right. The video frame itself shows a close-up of a car's dashboard, featuring two analog gauges on the left and a digital display on the right. A person's hand is visible, interacting with the dashboard components. The video player controls at the bottom include a play/pause button, a progress bar, a volume icon, a quality selector set to "HQ", and a full-screen icon. Below the controls, it shows "0 ratings" and "199 views".

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# Whayne & Mirencos Extranet – Fall 2009

The screenshot shows the Whayne Technology Division website. At the top is the Whayne logo. Below it is a navigation bar with links: Mirencos Home, Product Offerings, Testing Equipment, Training Support, Marketing Support, and Tech Support. A secondary bar reads "Mirencos Dealer Site". On the left is a sidebar menu with categories: Product Offerings (Mirencos MDEP, Mirencos C-Max & D-Max, Mirencos Price Pages), Testing Equipment, Training Support (MDEP Definitions, D-Max/C-Max Installation, Overview, MDEP Manual, Training Course), Marketing Support (Sales Opportunity Overview, Mirencos Dealer Tools & Resources, Customer Results), Market Intelligence (MSHA-Mine Safety and Health Administration, MSHA - Mine Data Retrieval System, EPA.gov, EPA - DPM's), and Tech Support (MDEP Tool and Supply List, Mirencos Contact Info). The main content area features a large image of a yellow Mirencos haul truck at a quarry. The image includes the Mirencos logo and four bullet points: "✓ Improve Fuel Efficiency", "✓ Diminish DPM's", "✓ Extend Engine Life", and "✓ Minimize Engine Emissions". Below the image is the heading "Become a Mirencos Dealer Today" followed by a list of four benefits: "Gain further insight into customer operations", "Help lower customer's operating expenses", "Increase customer and dealer profitability", and "Make customer and dealer more competitive". To the right of the list is a "Mirencos Video" icon with film reels.

Make it easy for dealers to enter the Mirencos business  
and quickly become successful!

# Whayne developed Mirencos Public Site

The screenshot displays the Whayne CAT website interface. At the top, the Whayne CAT logo is on the left, and navigation links for Locations, Contact Us, and Site Map are on the right. Below the logo, a banner reads "Visit Our PartStore" and "Since 1913" with a "Register Online" link. A "Quick Access to..." menu is visible, with "Applications" selected. The main navigation bar includes Home, Equipment, Parts, Service, Agri-Business, Power Systems, Rental, and About Us. The breadcrumb trail shows "Home > Service > MDEPprocess".

The central content area features the Mirencos logo and a yellow header for "Mirencos MDEP Process". Below this is the "MDEP Flow Chart (Mirencos Diesel Evaluation Procedure)". The flowchart starts with "Start" leading to "Conduct Engine Evaluation". This step results in "Acceptable" (green), "Problem" (yellow), or "Problem" (red). "Acceptable" leads to "Maintain Combustion Status". "Problem" leads to "Recommended Repair" (yellow or red), which then leads to "Complete Repairs" (yellow or red). After "Complete Repairs", the process moves to "Re-Evaluate Vehicle", which then leads back to "Maintain Combustion Status". A central "Mirencos Database Center" is connected to all stages of the process.

On the left side of the page, a "Service" menu lists various options: Shop Service, Field Service, Hydraulics, Equipment Rebuilds, Preventive Maintenance, Mirencos, Mobile Lube, Performance & Emissions Solutions, Customer Support, Agreements, Equipment Health Center, Exchange Components, MDEPprocess, and CustomerResults. On the right side, a "Mirencos Links" menu lists: Mirencos Home, Mirencos MDEP Process, Mirencos Contact Information, Whayne/Mirencos Video, Performance & Emissions Solutions, and Mirencos Customer Results.

**Build Mirencos Awareness!**

**Share with new Mirencos dealers for their own Mirencos web site.**





# New Logo for Machines & Trucks Fall 2009

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Emissions & Fuel Management System

1-800-4WHAYNE

Build Mirencos  
Awareness on  
the Jobsite!



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# Perform MDEP & Install Mirenco C-Max on select Whayne **Rental** Inventory.

<u>BR</u>	<u>MODEL</u>	<u>ID</u>	<u>S/N</u>
PK	365CL	XA665	0MCS00356
PK	D8T	XE539	0KPZ02766
COR	385CL	XE312	0EDA00498
COR	988H	XE1070	0BXY02688
EV	980H	XE529	0JMS02894
LX	980H	XE550	0JMS02680
BG	980H HL	XE119	0JMS04015
LV	D8T	XE598	0KPZ02328



**Build Mirenco Awareness! Differentiate our Rental Machines!**  
**Share Strategy with new Mirenco dealers.**



# Perform MDEP & Install Mirencó C-Max on select Whayne **Used** Inventory.

MODEL	S/N	ID #	LOC
D10R CCR	3KR75024	UXR213	ASHLAND
D10R CCR	3KR75026	UXR214	LOUISVILLE
D11R CCR	7PZ75024	UXR176	EVANSVILLE
D8T	KPZ00531	UXW638	HAZARD
D8T	KPZ00793	UXA398	LOUISVILLE
16G CPT	93U02957	UXE434	LOUISVILLE
785B CCR	6HK00977	UXR321	CORBIN
785B CCR	6HK00980	UXR322	PIKEVILLE
988H	BXY00810	UXE318	LEXINGTON
988H	BXY00917	UXE319	CORBIN

**Build Mirencó Awareness! Differentiate our Used Inventory!  
Share Strategy with new Mirencó dealers.**



# Perform MDEP & Install Mirencó C-Max on select Whayne **Used** Inventory.



**Build Mirencó Awareness! Differentiate our Used Inventory!  
Share Strategy with new Mirencó dealers.**

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# Perform MDEP on Whayne **New** Inventory (100 HP and above)



**Build Mirenco Awareness! Differentiate our New Machines!  
Share Strategy with new Mirenco dealers.**



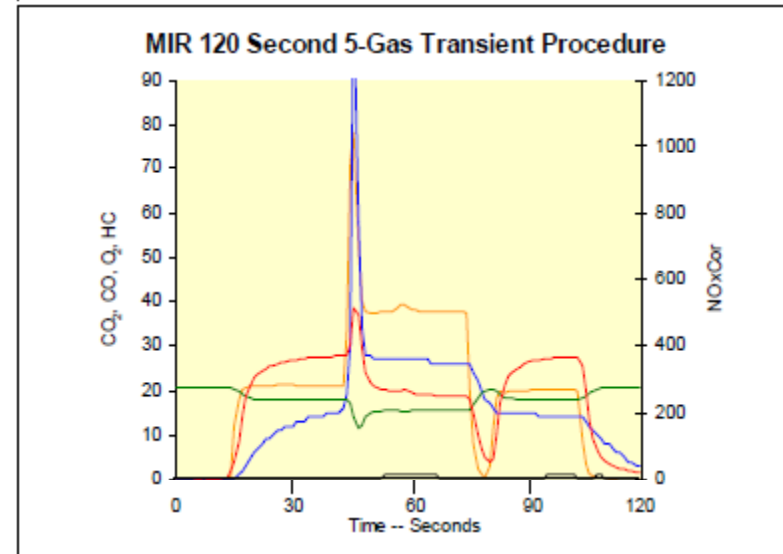
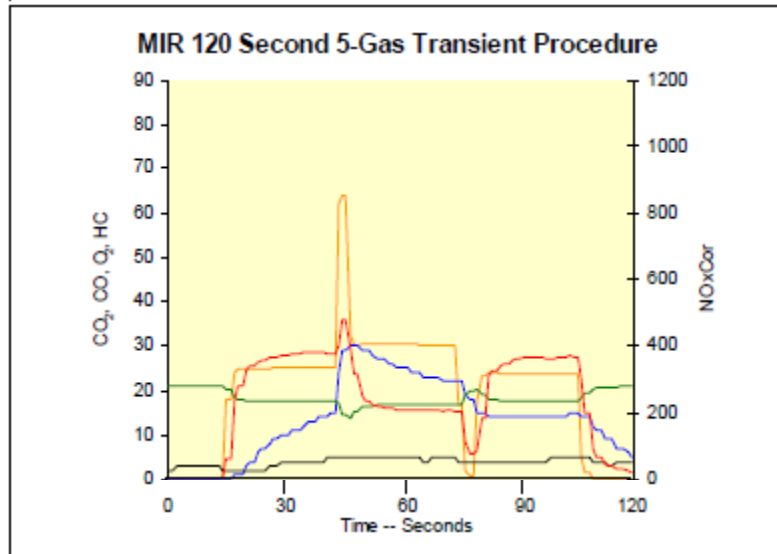
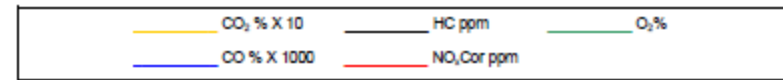
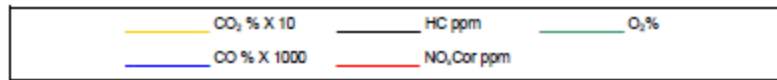
# Perform MDEP on Whayne **New** Inventory

## MDEP Analysis



Year:	2009	Engine mfr:	Caterpillar
Vehicle type:	Loader	Engine model:	C-32
Vehicle model:	992K	Injection type:	E
Vehicle SN:	H4C0303	Fuel type:	No data

Year:	2009	Engine mfr:	Caterpillar
Vehicle type:	Haul truck	Engine model:	C-32
Vehicle model:	777F	Injection type:	E
Vehicle SN:	JRP2081	Fuel type:	No data



**Build Mirenco Awareness! Differentiate our New Machines!**  
**Share Strategy with new Mirenco dealers.**



# Dealer Total Maintenance and Repair Contract Surface Mine located in Kentucky

MODEL	S/N	Location	CURRENT DATE	CURRENT HRS	COMP	INSTALL DATE	INSTALL HRS	CO
D11R	7PZ01586	S2-11586	12/2/2009 6:08	7616	ENGINE	3/24/2008	0	7616
D11R	7PZ01624	S2-11624	12/2/2009 6:45	7543	ENGINE	3/24/2008	0	7543
D10T	RJG01276	S2-12276	12/2/2009 6:14	7348	ENGINE	3/24/2008	0	7348
D9T	RJS01157	S2-13157	12/2/2009 11:55	5728	ENGINE	9/1/2008	0	5728
992G	AZX00821	S4-11821	12/1/2009 11:10	9537	ENGINE	3/24/2008	0	9537
D10T	RJG01800	S2-22800	12/2/2009 8:33	5193	ENGINE	11/6/2008	0	5193
D10T	RJG01467	S2-12467	12/2/2009 6:20	7437	ENGINE	3/24/2008	0	7437
D11R	7PZ01411	S2-11411	12/2/2009 8:42	6170	ENGINE	3/24/2008	0	6170
740	B1P01481	S1-15481	12/5/2009 0:00	5515	ENGINE	12/21/2008	0	5515
992G	AZX00820	S4-11820	12/2/2009 8:33	8793	ENGINE	3/24/2008	0	8793

**Perform MDEPs to reduce component risk!**

**Share Strategy with new Mirencos dealers.**



# On Highway Truck Applications



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***Whayne Chassis Dyno, Louisville, KY***  
***Mirencó C-Max study***



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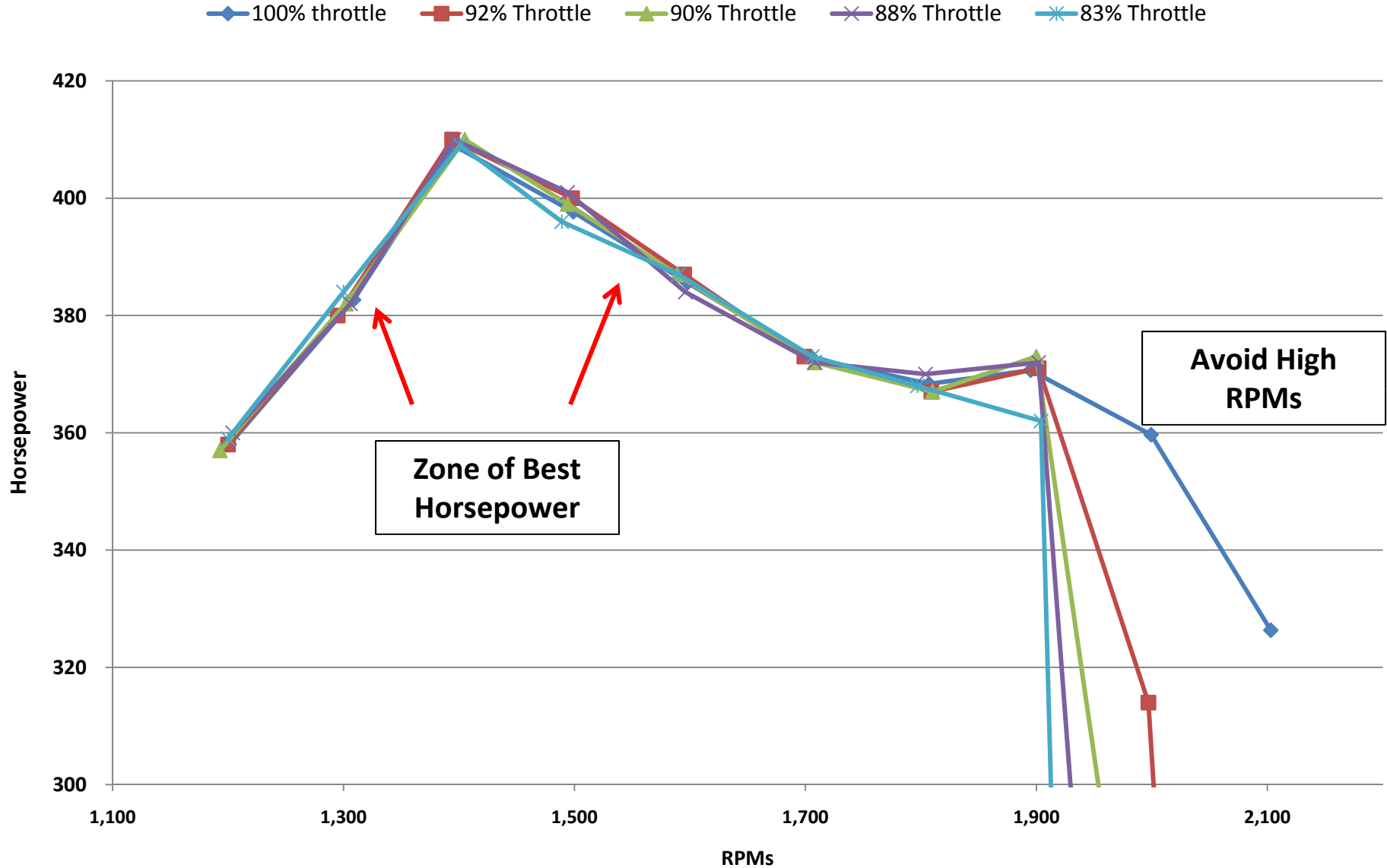
# *Fuel, rpm, torque, boost and temps measured*



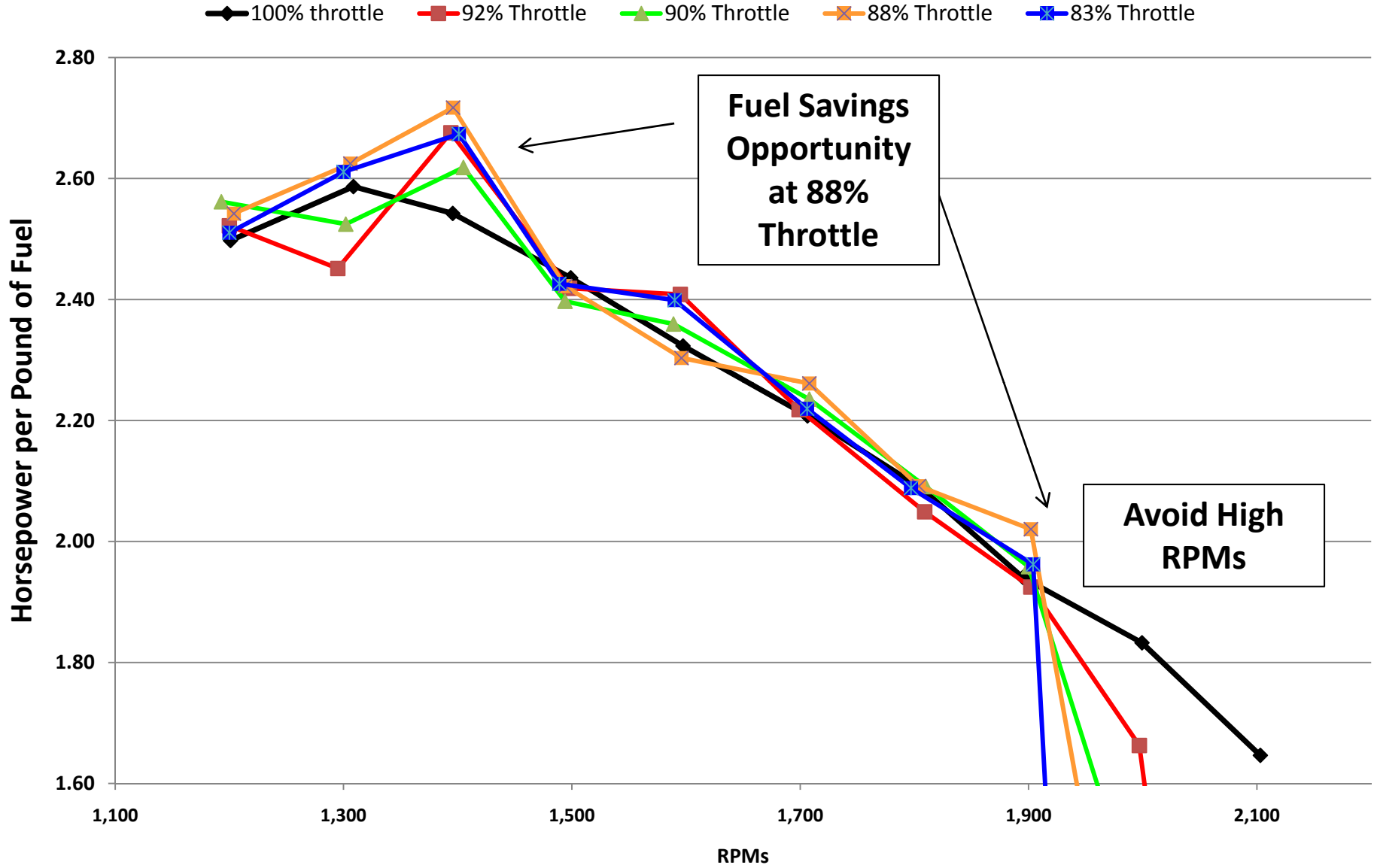
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# Whayne Dyno Test Cat C-15 Lube Truck with Mirenc C-Max



# Wayne Dyno Test Cat C-15 Lube Truck with Mirenc C-Max



# On Highway Truck Applications Fuel Savings of 4% to 8% with C-Max

Mirenc Fuel Mileage Evaluation					
Customer: Whayne Supply Co.		Vehicle: C15 Truck MXZ04537 ECM SN: 27146233JX			
Location: Louisville , KY					
Application	Date C-Max Installed	Date Cmax Checked	Cmax Results	Truck now working in Pikeville	Results while in Pikeville
Date	8/26/2008	10/6/2009	8/26/2008 to 10/6/2009	11/3/2009	10/6/09 to 11/3/2009
<b>Miles</b>					
Cumulative Miles Total	263,672	357,624	93,952	364,950	7,326
<b>Fuel Consumption</b>					
Cumulative Gallons Total	53,721	71,865	18,144	73,250	1,385
Cumulative Gallons at Idle	2,146	2,605	459	2,631	26
Cumulative Gallons Driving	51,575	69,260	17,685	70,619	1,359
<b>Miles per Gallon</b>					
Cumulative MPG Total	4.91		5.18		5.29
% Improvement			5.5%		7.8%
Cumulative MPG of just miles driven (no idle time)	5.11		5.31		5.39
% Improvement			3.9%		5.4%



# Perform MDEP and C-Max install on all Wayne Lowboy Truck/tractors

CORPORATE	VEHICLE	YEAR	MAKE	MODEL	LAST MILEAGE	DEPARTMENT	MDEP & C-Max Date Installed
CORP/PK	V2166	2007	Int Oil Tanker	5900ISFA	107411	Mobile Oil	October-09
MOBILE OIL	V2544	2005	International	5900I 6X4	171,158	Mobile Oil	October-09
CORP/LOU	V2063	2003	Freightliner	FLD120SD		Central Dispatch	
CORP/LOU	V2213	2003	Peterbilt	379		Central Dispatch	
CORP/LOU	V2235	2006	Kenworth	T800	305,722	Central Dispatch	
CORP/LOU	V2245	2006	Kenworth	T800	53,032	Central Dispatch	
CORP/LOU	V2255	2006	Kenworth	T800		Central Dispatch	
CORP/LOU	V2474	2005	Peterbilt	378	366,390	Central Dispatch	August-09
CORP/LOU	V2706	2007	International	9900I	134,253	Central Dispatch	
CORP/LOU	V2716	2007	International	9900I	184,983	Central Dispatch	
CORP/LOU	V2726	2007	International	9900I	178,234	Central Dispatch	
CORP/AS	V2224	2004	Peterbilt	378	218,827	Central Dispatch	
CORP/BG	V2123	2003	Kenworth	T800B		Central Dispatch	
CORP/CR	V2113	2004	Peterbilt	379	375,919	Central Dispatch	

**Build Mirencos Awareness! Share Strategy with new Mirencos dealers.  
Help them lower their internal truck cost!**



Caterpillar decided to exit the On-Highway Truck Engine Business in 2009



*Dealers have truck repair bays! Mirenco will help to draw customers to our Branch Truck Shops! Emission and Fuel reduction benefits!*

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# *Summary*

- *Create Larger Awareness of the Benefits of Mirencó.*
- *Share these Mirencó benefits with the Dealer Network.*
- *Increase Sales & Profit volume!*



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**THANK YOU!**

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# Extreme Recycling

The Caterpillar Certified Rebuild Program

Radcliffe, Iowa  
December 2009



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# What Happens When These Things Wear Out??



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- Since the Early 1980's Whayne Supply has Done 370 Certified Rebuilds
  - Typical Machine is 10 Years Old and Large
  - 40,000 to 50,000 Hours of HARD Service
    - All Components Replaced or Rebuilt
- Rebuilt Unit is 70% of New \$\$ w/ New Warranty
- Dozers, Loaders, Haul Trucks, Scrapers, Graders



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# Rebuilt D-9R and D-10R



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# Caterpillar 785 Haul Truck

150-Ton Payload

Cost \$2-Million New

\$1,400,000 Certified Rebuilt

with a “New” Warranty



# Cat 785 Being Rebuilt



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# Rebuild Engine & Drive Components



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# Mirenco C-Max Now Embedded



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# Ready for Another 40,000 Hours



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Mirenco C-Max is Now  
Embedded, Creating  
“Enhanced Extreme  
Recycling”





*Thank You!*

**MIRENco**

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