



Kennametal Recognized for Strategic Planning Success

May 3, 2012

LATROBE, Pa., May 3, 2012 /PRNewswire/ -- Kennametal Inc. (NYSE: KMT) announced today that it has received honorable recognition in the Richard Goodman Strategic Planning Award competition in the large for-profit category from the Association for Strategic Planning (ASP).

Honorable recognition is awarded to those organizations that demonstrate strong planning efforts. Applicants were assessed by an expert judging panel on the following criteria: the use of cutting edge methodologies or processes in strategic planning, a robust performance measurement and management element linked to their strategic process, plan and execution and an improved organizational performance or outcome as a result of the strategic planning effort.

"This award represents significant work in developing a coherent system to build and execute our strategies at Kennametal, helping us to continually deliver the promise to our customers and advance us in our journey to become a breakaway company," commented John Jacko, Kennametal Chief Marketing Officer. "We are honored to be recognized as a leader in strategic practice."

The award was presented to Kennametal at a special ceremony held in Lincolnshire, Illinois on May 2nd. Colin Tilzey, Kennametal Global Segment Director, Transportation, accepted the award on behalf of Kennametal and the Strategic Marketing Team.

Kennametal Inc. (NYSE: KMT) delivers productivity to customers seeking peak performance in demanding environments by providing innovative custom and standard wear-resistant solutions. This proven productivity is enabled through our advanced materials sciences and application knowledge. Our commitment to a sustainable environment provides additional value to our customers. Companies operating in everything from airframes to coal mining, from engines to oil wells and from turbochargers to construction recognize Kennametal for extraordinary contributions to their value chains. In fiscal year 2011, customers bought approximately \$2.4 billion of Kennametal products and services – delivered by approximately 12,000 talented employees doing business in more than 60 countries – with more than 50 percent of these revenues coming from outside North America. Visit us at www.kennametal.com.

About ASP

The Association for Strategic Planning (ASP) is the preeminent professional association for those engaged in strategic thinking, planning and action. ASP currently has members in 40 states and several foreign countries, as well as active chapters operating in 14 metropolitan areas. Several others are currently in formation. The chapters serve the local area with networking and educational programs geared to the subject of strategic planning. ASP's Annual Conference is the nation's premier forum for professional discussion and exchange of information and experiences among strategic planning practitioners. Once each year the conference brings together thought leaders and practitioners dedicated to advancing all aspects of strategic thinking, planning and action.

SOURCE Kennametal Inc.

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