



Kennametal Launches WIDIA Products Group

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Continues to Deliver on Brand Strategy

LATROBE, Pa., Oct 12, 2009 /PRNewswire-FirstCall via COMTEX/ -- Kennametal Inc. (NYSE: KMT) announced the launch of the WIDIA Products Group at EMO Milano 2009, the flagship metalworking show in Europe. Effective immediately, this announcement completes the migration of all its current brands of metalcutting tools and tooling systems into two distinct portfolios: WIDIA Products Group and Kennametal Products Group.

The WIDIA Products Group will include WIDIA, Hanita(TM), Rubig(TM), Manchester(TM), Clapp-DiCo(TM), Greenfield Tap & Die(TM), and Circle(TM) brands all dual branded under the WIDIA name. This announcement is part of the longer term multi-year brand/channel strategy that has been under way to improve access to metalcutting products and services to customers worldwide, focus the company's engineering and marketing investments, decrease the number of stock keeping units and build a robust distribution brand. Tooling systems brands KM(TM) and Erickson(TM) will be available in both Kennametal and WIDIA Products Groups.

"This clear brand alignment directs a powerful flow of innovation, products and services to manufacturers worldwide," said Carlos M. Cardoso, Chairman, President and Chief Executive Officer. "Metalcutting customers benefit from a more streamlined organization, making it even easier to do business with us as we provide one of the most innovative bundle of products and services available to meet their needs."

The WIDIA and Kennametal Products Groups will be taken to market separately. The WIDIA Products Group will be sold primarily through distribution and selected direct accounts while the Kennametal brand is positioned primarily as a direct brand that is also sold through selected value-added resellers. Brands such as Manchester(TM), Clapp-DiCo(TM), Circle(TM), and Rubig(TM), known mainly in regional markets, will now be available around the world as WIDIA-Manchester(TM), WIDIA-Circle(TM), etc., from WIDIA distributors.

For current WIDIA and Kennametal customers, catalog numbers and tool markings will not change, but new eco-friendly packaging, robust web site and new product catalogs will begin to be implemented in phases beginning immediately.

Customers of both brands can continue to take advantage of custom solutions programs for specialized applications. WIDIA's supply-chain services, for example, can engineer cost-saving processes for tooling availability, reduced setup times, and product tracking that can further increase production capabilities and lower costs. Exclusive online training programs are also available.

WIDIA products and services have defined innovation in the metalcutting industry for more than 80 years -- from the world's first patent for carbide indexable inserts to the development of the world's first coated grades. The WIDIA brand offers a complete portfolio of precision-engineered products and custom solution services. With thousands of milling, turning, holmaking, and tooling systems products available through a worldwide network of authorized distributor partners, you'll find everything you need from one single source.

For more information, visit www.widia.com.

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