

August 5, 2010

Caterpillar contact:

Jim Dugan
Corporate Public Affairs
Office 309-494-4100
Mobile 309-360-7311
dugan_jim@cat.com

MEDIA ADVISORY**Caterpillar Inc. to Offer Audio Webcast of 2010 Analyst Meeting**

PEORIA, Ill.—Caterpillar Inc. (NYSE: CAT) will offer a listen-only, audio webcast of its annual meeting with financial analysts and institutional shareholders, on Thursday, August 19. The analyst meeting with Caterpillar Vice Chairman and Chief Executive Officer Doug Oberhelman will provide a review of Caterpillar's updated enterprise strategy.

In addition to the webcast, a PDF version of Mr. Oberhelman's presentation will be available at <http://www.cat.com/ir-event-calendar>.

Webcast access:

The real-time, listen-only webcast will begin on Thursday, August 19, at 1 p.m. Central Time and is expected to last about two hours. The webcast can be accessed through the following website: <http://www.cat.com/ir-event-calendar>. Listeners should go to the website at least 15 minutes before the live meeting to download and install any necessary audio software. The transcript from the meeting will be made available on <http://www.cat.com/ir-presentations-webcasts> following the webcast.

For those unable to participate in the live webcast, the replay will be available through <http://www.cat.com/ir-presentations-webcasts> shortly after the live event. There is no charge to access the webcast. Those without access to the Internet may request a

fax of Caterpillar's transcript by calling 800-228-7717 (U.S. and Canada) or 858-244-2080 (for all other regions).

About Caterpillar:

For more than 85 years, Caterpillar Inc. has been making progress possible and driving positive and sustainable change on every continent. With 2009 sales and revenues of \$32.396 billion, Caterpillar is the world's leading manufacturer of construction and mining equipment, 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: <http://www.cat.com>.