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MEDIA ADVISORY

**Caterpillar Inc. to Announce Full-Year and Fourth-Quarter 2010
Financial Results on January 27, 2011**

PEORIA, Ill.—Caterpillar Inc. (NYSE: CAT) will release 2010 full-year and fourth-quarter financial results at 6:30 a.m. Central Time on Thursday, January 27, 2011. The release will be available on <http://www.caterpillar.com/earnings>, and the full text of the news release will also be available on PR Newswire at about 6:30 a.m. Central Time. The news release will be filed with the U.S. Securities and Exchange Commission (SEC) via a Current Report on Form 8-K (Form 8-K) on the date of the release or within four business days after the release, in compliance with applicable SEC rules.

Teleconference and webcast access:

A real-time, listen-only teleconference of the quarterly results call that Caterpillar conducts with security analysts and institutional investors will begin at 10 a.m. Central Time on Thursday, January 27, 2011. Caterpillar Chairman and CEO Doug Oberhelman, Group President and Chief Financial Officer Ed Rapp and Director of Investor Relations Mike DeWalt are scheduled to take part in the call. The one-hour conference call can be accessed by telephone from both domestic and international locations, with a listen-only entry code provided below:

Conference Call Number: 877-216-8554 (domestic)
973-528-0009 (international)

Listen Only Entry Code: 5621

To access a telephone replay of this call shortly after the live event, please dial 800-332-6854 (for domestic callers) and 973-528-0005 (for international callers) and enter “5621” as the conference ID. This telephone replay will be available for 90 days. The call can also be accessed in real-time through <http://www.caterpillar.com/IRwebcast>. Listeners should go to the website at least 15 minutes before the live event to download and install any necessary audio software. The transcript from the conference call will be made available on <http://www.caterpillar.com/IRwebcast> following the webcast.

For those unable to participate in the live broadcast, the replay will be available through <http://www.caterpillar.com/IRwebcast> 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 sustainable progress possible and driving positive 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, industrial gas turbines and diesel-electric locomotives. 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.caterpillar.com>.