



FROM: [Assoc. for Iron & Steel Technology \(AIST\)](#)
186 Thorn Hill Road
Warrendale, PA 15086 USA

CONTACT: [Stacy Varnecky](#)
+1.724.814.3066

FOR IMMEDIATE RELEASE

CLIFFS NATURAL RESOURCES INC.'S LOURENCO GONCALVES TO ADDRESS ATTENDEES AT AISTECH 2015 — THE IRON & STEEL TECHNOLOGY CONFERENCE AND EXPOSITION

PITTSBURGH, 19 February 2015 — Lourenco Goncalves, chairman, president and chief executive officer, Cliffs Natural Resources Inc., will present a keynote address at the [AIST President's Award Breakfast](#) on Tuesday, 5 May at 8 a.m. in the Grand Ballroom at the Cleveland Convention Center, Cleveland, Ohio, USA. Hosted by the AIST president, Glenn A. Pushis, Steel Dynamics Inc., the President's Award Breakfast program will consist of the presentation of prestigious Board of Director awards, including AIST's Steelmaker of the Year.

Lourenco Goncalves was appointed chairman, president and chief executive officer of Cliffs Natural Resources Inc. in August 2014. Mr. Goncalves brings more than 30 years of experience in the metals and mining industries, as well as extensive board experience in the United States and abroad. Mr. Goncalves served as chairman of the board, president and chief executive officer of Metals USA Holdings Corp., a leading American manufacturer and processor of steel and other metals, from May 2006 through April 2013, and was president, chief executive officer and a director of the company since February 2003. Mr. Goncalves currently serves on the board of the American Iron and Steel Institute, and served as a board member of Ascometal SAS, a manufacturer of special steel headquartered in Paris, France, from October 2011 to April 2014.

Prior to Metals USA, Mr. Goncalves served as president and chief executive officer of California Steel Industries Inc. from March 1998 to February 2003. From 1981 to 1998, he was employed by Companhia Siderúrgica Nacional, a leading steel and mining company in Brazil, where he held several positions in operations and sales.

Mr. Goncalves earned an M.S. degree in metallurgical engineering from the Federal University of Minas Gerais in Belo Horizonte, Brazil, and a bachelor's degree in metallurgical engineering from the Military Institute of Engineering in Rio de Janeiro, Brazil.

Advance tickets for the President's Award Breakfast are US\$40 per person, or US\$350 for reserved tables of 10.

The President's Award Breakfast is one of the signature events of [AISTech 2015](#), North America's largest gathering of steel industry personnel. AISTech 2015 will be held 4–7 May at the Cleveland Convention Center, Cleveland, Ohio, USA, and will also host ICSTI 2015 — The 7th International Congress on the Science and Technology of Ironmaking. ICSTI provides an opportunity to learn about and debate the essential issues and challenges in ironmaking today. AISTech 2015 and ICSTI will include technical papers, keynote speakers and proceedings. In addition, AISTech 2015 will feature an expansive exposition, plant tours, a unique town hall forum and keynote presentations by today's business leaders.

- more -

Cliffs Natural Resources Inc.'s Goncalves to Address AISTech 2015 Attendees

Page 2

The Technology Conference will showcase more than 550 presentations on aspects of iron and steel manufacturing technology. Highlights include the latest environmental technologies throughout the iron- and steelmaking process; advancements in rolling and coating technologies; safe work practices and procedures for projects, production and maintenance; cutting-edge research and advancements in the processing, product development, and application of steel; the latest in automation and control systems; and discussions on efficient material movement both within the facility and to the customer.

The Exposition offers individuals a chance to meet face-to-face with key individuals who specify, purchase, design and operate a variety of plants and facilities associated with the production and processing of iron and steel. The 2015 Exposition will feature more than 500 domestic and international companies for an unrivaled display of global steel technology.

For more information on the President's Award Breakfast, call +1.724.814.3000, ext. 1 or visit AISTech.org.

[AIST](http://AIST.org) is an international technical association of more than 17,500 professional and student members, representing iron and steel producers, their allied suppliers and related academia. The association is dedicated to advancing the technical development, production, processing and application of iron and steel.

###

Editor's Note:

Lourenco Goncalves, chairman, president and chief executive officer, Cliffs Natural Resources Inc., and several other steel executives will be available for a brief **question and answer session** for the media following the President's Award Breakfast. **Complimentary seating** for the breakfast is available to members of the media. For more information, or to reserve a space at this event, please [complete the online press registration form](#), or call [Stacy Varnecky](mailto:Stacy.Varnecky@cliffs.com) at +1.724.814.3066.