

## Arch Coal Mining Operation, Employees Featured in New Dodge TV Ads

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**ST. LOUIS (September 26, 2007)** - Arch Coal, Inc. (NYSE:ACI) today announced that its Canyon Fuel Company's Skyline mine and several local employees are featured in a new set of television advertisements for the Dodge brand and its Dodge Ram 2500.

"Our underground mines in Utah and Colorado depend on Dodge for MSHA-approved engines that allow us to work efficiently underground," said Gene DiClaudio, president of Arch Western Bituminous Group. "It was our pleasure to provide our time and talent to help Dodge highlight the Ram pickup truck in our rugged, real-world application."

Several Skyline employees were used by Dodge in filming the ad spots, which included using the Ram truck in various capacities in and around the mine portal and stockpile areas. The new 30- and 60-second "Make the Most of Every Mile" ads are posted online at <http://www.redletterdodge.com/2007/09/16/new-ad-campaign-debuts>.

"It was a unique experience to participate in the making of this commercial," said Steve "Skinner" Forbush, maintenance specialist for Arch Coal. "But I'm here to tell you that it's tougher than it looks to be a Hollywood actor, and I'd prefer coal mining."

Skyline mine is located near Scofield, Utah, and utilizes both longwall and continuous mining systems. Skyline earned the Mine Safety and Health Administration's Sentinels of Safety Award as the safest underground coal mine in the United States in 2005. Skyline employees worked more than 28 months and 500,000 hours without a single reportable or lost-time injury.

St. Louis-based Arch Coal is one of the nation's largest coal producers. The company's core business is providing U.S. power generators with clean-burning, low-sulfur coal for electric generation. Through its national network of mines, Arch supplies the fuel for approximately 6 percent of the electricity generated in the United States.

Dodge is Chrysler LLC's best-selling brand and the fifth largest nameplate in the U.S. automotive market with a U.S. market share of 6.5 percent. In 2006, Dodge sold more than 1.3 million vehicles in the global market. Dodge continues to lead the minivan market with a 20 percent market share in the U.S. In the truck market, Dodge has a 15 percent market share.