

CERVUS LP

**PRESS RELEASE
FOR IMMEDIATE DISTRIBUTION**

Symbol: CVL.UN (TSX-V)
December 6, 2004

CERVUS LP INITIATES DISTRIBUTION REINVESTMENT PLAN

Red Deer, Alberta, December 6, 2004 – Cervus LP (TSX: CVL.UN) announced today the commencement of a distribution reinvestment plan (DRIP). The DRIP enables unitholders of Cervus LP to without charge automatically reinvest monthly cash distributions in additional units of Cervus LP. Unitholders who elect to participate will see their periodic cash distributions automatically reinvested in units of Cervus LP at a price equal to 95% of the average TSX Venture Exchange market price over the 10 business days preceding the distribution date on which there was trading in the Cervus LP units. It is anticipated that the first distribution will be made to unitholders of record as of December 31, 2004 and will be paid on or about January 31, 2005.

“The DRIP is a convenient and no-cost way for Cervus LP unitholders to continue investing in Cervus LP on an incremental and affordable basis,” said Peter Lacey President and CEO of Cervus Corporation, the general partner of Cervus LP.

Cervus LP’s DRIP will be administered by Computershare Trust Company of Canada. Interested registered unitholders can also obtain an information package and the necessary registration forms from, or direct any inquiries/concerns regarding the DRIP to, Computershare Trust Company of Canada via telephone at 1-800-564-6253 or via mail at Cervus LP c/o Computershare Trust Company of Canada, 100 University Avenue, 9th Floor, Toronto, Ontario, M5J 2Y1, Attention: Dividend Reinvestment Department. Interested unitholders who hold their units through a broker should contact their broker for registration instructions.

Cervus LP is in the business of acquiring and operating authorized John Deere dealerships. Cervus LP operates authorized with 11 locations in Western Canada.

Cervus Corporation is the general partner of Cervus LP and receives fees in exchange for the services that it provides to Cervus LP. Cervus Corporation also owns certain real property and fixed assets associated with the John Deere dealership operated by Cervus LP receives fees from Cervus LP for the lease of such assets to Cervus LP.

For further information, please contact:

Peter Lacey – President and CEO

Cervus Corporation,

General Partner of Cervus LP

Telephone: (403) 342-6892

Fax: (403) 352-2292

Email: peter.lacey@cervuscorp.com

Howard Bolinger – CFO

Cervus Corporation

General Partner of Cervus LP

Telephone: (403) 296-5416

Fax: (403) 296-5417

Email: howard.bolinger@cervuscorp.com

The TSX Venture Exchange does not accept responsibility for the adequacy or accuracy of this release.