

CERVUS LP

**PRESS RELEASE
FOR IMMEDIATE DISTRIBUTION**

**Symbol: CVL.UN (TSX-V)
OCTOBER 29, 2004**

CERVUS LP ANNOUNCES SMALL PRIVATE PLACEMENT

Cervus LP (TSX-V: CVL.UN) announced today that it intends to complete a small private placement of up to 100,000 limited partnership units at \$2.00 per unit for potential gross proceeds of \$200,000. It is anticipated that this private placement will close in the next week or two, subject to the receipt of all applicable regulatory approvals. The proceeds of the private placement will be used for general working capital. The private placement will be conducted in reliance upon the prospectus and registration exemptions contained in the *Securities Act* (Saskatchewan) and certain of the other jurisdictions in Canada. Therefore the units issued will be subject to resale restrictions for four months from the date of issuance. Cervus LP now has 3,916,509 limited partnership units outstanding.

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.

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