

CERVUS LP

**PRESS RELEASE
FOR IMMEDIATE DISTRIBUTION**

Symbol: CVL.UN (TSX-V)
January 17, 2005

CERVUS LP ANNOUNCES DISTRIBUTION

Red Deer, Alberta - Mr. Peter Lacey, President and CEO of Cervus Corporation, the general partner of Cervus LP, announced that the board of directors of the general partner has approved a cash distribution to Cervus LP unitholders of \$0.08 per unit for the month of January. This represents \$0.96 per unit on an annualized basis. Payment will be made on or about February 28, 2005 to unitholders of record as of the close of business on January 31, 2005. Investors are cautioned that monthly distributions are always subject to approval from the board of directors of the general partner, Cervus Corporation, and may be increased, decreased or suspended by the board at anytime.

Cervus LP acquires and manages authorized John Deere farm equipment dealerships in Western Canada. The partnership presently operates 11 stores in Alberta, Saskatchewan and Manitoba. The units of Cervus LP are listed on the TSX Venture Exchange and trade under the symbol "CVL.UN".

This press release contains forward-looking statements subject to various risk factors and uncertainties, which may cause the actual results, performances or achievements of Cervus LP to be materially different from any future results, performances or achievements expressed or implied by such forward-looking statements.

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