

## CERVUS LP

**PRESS RELEASE  
FOR IMMEDIATE DISTRIBUTION**

**Symbol: CVL.UN (TSX-V)**

**July 17, 2006**

### **CERVUS LP ANNOUNCES DISTRIBUTION**

Red Deer, Alberta - Mr. Peter Lacey, President and CEO of Cervus GP Ltd., 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 \$0.09 per unit for the month of July. This represents \$1.08 per unit on an annualized basis. Payment will be made on or about August 15, 2006 to unitholders of record as of the close of business on July 31, 2006. Investors are cautioned that monthly distributions are always subject to approval from the board of directors of the general partner, Cervus GP Ltd., and may be increased, decreased or suspended by the board at anytime.

Cervus LP acquires and manages authorized equipment dealerships in Western Canada. The partnership presently operates 10 John Deere agricultural dealerships in Alberta, Saskatchewan and Manitoba. The partnership recently acquired and is presently operating 5 construction equipment dealerships in Alberta that sell Bobcat, JCB and JLG equipment. 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.

For further information, please contact:

**Peter Lacey – President & CEO**

Telephone: (403) 342-6892

Fax: (403) 352-2292

Email: [peter.lacey@cervuscorp.com](mailto:peter.lacey@cervuscorp.com)

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