

Press Release

COMPANY: CERVUS LP
TRADING SYMBOL: CVL.UN (TSX-V)

FOR IMMEDIATE RELEASE: July 19, 2006, Red Deer, Alberta

**Cervus LP extends Closing Date and Warrant Expiry Date
For Proposed Private Placement**

Cervus LP previously announced plans to conduct an un-brokered proposed private placement of up to 400,000 limited partnership units of Cervus LP at \$12.00 per unit for aggregate gross proceeds of \$4.8 million. Cervus LP today announced that it is now anticipated the closing of this private placement will occur on or before August 18, 2006.

Each limited partnership unit issued pursuant to the private placement will also be accompanied by one-half of one warrant. Each whole warrant will entitle the holder thereof to purchase one additional limited partnership unit at an exercise price of \$13.00 per limited partnership unit. It was originally contemplated that the expiry date for the warrants would be January 31, 2008. Cervus LP today announced that the warrants will instead expire on July 31, 2008.

Completion of the proposed private placement is subject to a number of conditions such as the receipt of all required regulatory approvals including, but not limited to, the approval of the TSX Venture Exchange.

Cervus LP acquires and manages authorized equipment dealerships in Western Canada. The partnership presently operates 10 John Deere stores in Alberta, Saskatchewan and Manitoba and 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".

For further information, please contact:

Peter Lacey – President & CEO
Cervus LP
Telephone: (403) 342-6892
Fax: (403) 352-2292
Email: peter.lacey@cervuscorp.com

Randy Muth – Chief Financial Officer
Cervus LP
Telephone: (403) 342-6892
Fax: (403) 352-2292
Email: rmuth@cervuslp.com

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