

CERVUS LP

**PRESS RELEASE
FOR IMMEDIATE DISTRIBUTION**

Symbol: CVL.UN (TSX-V)

August 15, 2008

**CERVUS LP ANNOUNCES APPOINTMENT OF
NEW DIRECTOR OF ITS GENERAL PARTNER**

Calgary, Alberta - Mr. Peter Lacey, President and CEO of Cervus GP Ltd., the general partner of Cervus LP, is pleased to announce the appointment of Mr. Don Bell as a new director of Cervus GP Ltd., effective August 11, 2008, subject to the approval of the TSX Venture Exchange.

Don Bell is one of the founders and is the retired Executive Vice-President of WestJet. Working in most areas of the company, Mr. Bell held many roles since startup including piloting flights as a certified Boeing 737 Captain, Senior Vice-President Customer Service and Co-Chief Operating Officer. Mr. Bell has also held the role of Chairman of the Air Transport Association of Canada. In the year 2000, Don and the team of co-founders won the award for Canadian Entrepreneurs of the Year, and went on to win an International Entrepreneurship Award for Outstanding Teamwork in 2001. Prior to joining the WestJet start-up team in 1995, Don spent 18 years as President and owner of a Calgary-based computer company with offices throughout western Canada.

Cervus LP acquires and manages authorized equipment dealerships in Western Canada. The partnership presently operates 12 John Deere dealerships 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".

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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