



PRESS RELEASE FOR IMMEDIATE RELEASE

**Symbol: CVL.UN (TSX-V)
July 6, 2009**

Cervus LP is Named a Stock Market Winner by the Globe and Mail's Report on Business Magazine

Cervus LP boasted the second highest percentage of annual stock market gains in the country for the five year period ending in 2008, according to latest Report on Business findings. Shareholders saw a 60.8 per cent increase in annual gain between 2003 and 2008. Founded in 2003, 2009 was the first year Cervus LP was eligible for analysis based on their five year numbers.

Cervus LP also took the 275th spot on the Report on Business Top 1000 Publicly Traded Companies list, up from the 361st position in 2008. Each of the qualifying corporations was measured by its assets and ranked according to its after-tax profits.

"We are proud to be considered amongst the success stories of the business world after such a short time," says Peter Lacey, President & CEO of Cervus GP LP., the general partner of Cervus LP. "First and foremost, we owe our success to our customers and investors, as well as our support, sales and service teams, supplier partners, managers and board members."

Based in Calgary, Alberta, Cervus LP is in the business of acquiring and operating authorized agricultural and industrial equipment dealerships by facilitating dealer succession. By providing capital, resources, training and opportunity for the next generation of dealers, Cervus LP is able to effectively position them for profitability and growth.

"Cultivating relationships at the local level is the root of our success," says Lacey. "And thanks to our unique organization model, our customers can count on our long-term stability and our inventory of the world's leading agricultural and industrial brands to receive competitive pricing on the equipment they need, from a dealer they know."

Cervus LP is uniquely poised to embrace new opportunities in the coming years and aims to become the most successful global provider of business-to-business agricultural and industrial equipment solutions measured by total shareholder return by 2015.

Since its inception Cervus LP has grown to include 19 John Deere, JCB Construction and Bobcat dealer stores in 16 locations across Alberta, Saskatchewan and western Manitoba. Cervus LP is a public limited partnership listed on the TSX Venture Exchange, trading under the symbol CVL.UN.

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