

**PRESS RELEASE
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**Symbol: CVL.UN (TSX-V)
June 1, 2009**

**Cervus LP Places 181st On The “21st Annual PROFIT 100 and Next 100 Ranking of Canada’s Fastest-Growing Companies”
by PROFIT Magazine**

Cervus LP is proud to announce that it has secured the 181st position on the prestigious “21st Annual PROFIT 100 and Next 100 Ranking of Canada’s Fastest-Growing Companies” by PROFIT Magazine.

Ranking Canada’s Fastest-Growing Companies by five-year revenue growth, the PROFIT 100 and Next 100 profiles the country’s most successful growth companies. Published in the June issue of PROFIT and online at PROFIT100.com, the PROFIT 100 is Canada’s largest annual celebration of entrepreneurial achievement.

“It is an honour to be recognized for our hard work and success over the past five years,” says Peter Lacey, President and CEO of Cervus GP Ltd., the general partner of Cervus LP. “This accomplishment is the direct result of the commitment demonstrated every day by our support, sales and service teams, our dedicated managers and board members, and – of course – our customers and investors.”

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.

“For us, managed growth is a key priority. Through business acquisitions, we are able to enhance the range and depth of services we offer our customers and keep pace with consolidation,” says Lacey. “Our performance record reflects the viability of our business models and strategies.”

Since its inception in 2003, Cervus LP has expanded to include 19 John Deere, JCB Construction and Bobcat dealer stores in 16 locations across Alberta, Saskatchewan and western Manitoba. Having built a solid foundation on which to base future growth, Cervus LP is uniquely poised to embrace new opportunities in the coming years.

“The PROFIT 100 are an inspiration to entrepreneurs at all stages of growth, from startup to major corporation,” says Ian Portsmouth, editor of PROFIT. “Their business practices and product innovations are exemplary of how businesses can succeed in uncertain times.”

Cervus LP is a public limited partnership listed on the TSX Venture Exchange, trading under the symbol CVL.UN.

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For further information, please contact:

Peter Lacey

President & CEO

Telephone: (403) 567-0339 Ext: 245

Fax: (403) 567-0392

Email: placey@cervuslp.com

Website: www.cervuslp.com

About PROFIT Magazine:

PROFIT: Your Guide to Business Success, is Canada’s preeminent publication dedicated to the management issues and opportunities facing small and mid-sized businesses. For more than 25 years, Canadian entrepreneurs across a vast array of economic sectors have remained loyal to PROFIT because it’s a timely and reliable source of actionable information that helps them increase their revenues, boost their profitability and get the recognition they deserve for generating positive economic and social change. Published six times a year by Rogers Publishing Ltd., PROFIT is distributed almost exclusively to the chief executives of companies with 5 to 250 employees and annual revenue of \$1 million to \$25 million, reaching 306,000 readers across Canada. Visit PROFIT online at <http://www.PROFITmagazine.ca>.

