

## CERVUS EQUIPMENT CORPORATION

**PRESS RELEASE  
FOR IMMEDIATE DISTRIBUTION**

**Symbol: CVL (TSX-V)**  
**October 29, 2009**

### **CERVUS EQUIPMENT CORPORATION ANNOUNCES LETTER AGREEMENT TO ACQUIRE A.R. WILLIAMS MATERIALS HANDLING LTD.**

**Cervus Equipment Corporation ("Cervus") (TSX-V: CVL)** is pleased to announce that it has entered into a letter agreement to acquire all of the issued and outstanding shares of A.R. Williams Materials Handling Ltd. ("A.R. Williams"), which sells, rents and services industrial products and equipment from 10 different locations in Alberta, Saskatchewan and Manitoba.

Under the terms of the letter agreement, Cervus will acquire all of the shares of A.R. Williams for an aggregate purchase price of \$22,700,000, plus an amount equal to 70% of the pre-tax earnings of A.R. Williams for the period beginning September 1, 2009 and ending December 31, 2009, which is estimated as at today's date to be approximately \$1,000,000.

Approximately 50% of the purchase price is payable in the form of an interest free promissory note with a maturity date of January 1, 2014 that is repayable in four equal installments over four years, approximately 30% of the purchase price is payable in the form of cash, and approximately 20% of the purchase price is payable in the form of preferred shares of Cervus that are convertible at any time into common shares of Cervus at a conversion price of \$10.67 per share, and carry a 7% dividend yield that is payable quarterly.

The acquisition of A.R. Williams is subject to the satisfaction, at or prior to closing, of certain customary closing conditions. Assuming these conditions are satisfied, Cervus expects the acquisition to close on or about January 1, 2010. The average revenue A.R. Williams for the last four completed fiscal years was approximately \$59 million.

#### **About Cervus**

Cervus acquires and manages authorized equipment dealerships in Western Canada. The partnership presently operates 17 John Deere dealerships in Alberta, Saskatchewan and Manitoba and 5 construction equipment dealerships in Alberta that sell Bobcat, JCB and JLG equipment. The common shares of Cervus are listed on the TSX Venture Exchange and trade under the symbol "CVL".

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#### **Forward Looking Information**

This press release contains certain forward-looking information ("forward-looking information") within the meaning of applicable Canadian securities laws. Forward-looking information is often, but not always, identified by the use of words such as "anticipate", "believe", "plan", "intend", "objective", "continuous", "ongoing", "estimate", "expect", "may", "will", "project", "should" or similar words suggesting future outcomes. In particular, this press release includes forward-looking information relating to the pre-tax earnings of A.R. Williams for the period beginning September 1, 2009, and ending December 31, 2009, and the anticipated closing date of the acquisition. Cervus believes the expectations reflected in such forward-looking information are reasonable but no assurance can be given that these expectations will prove to be correct and such forward-looking information should not be unduly relied upon.

Forward-looking information is based on various assumptions. Those assumptions are based on information currently available to Cervus and A.R. Williams, including the historic performance of their businesses and current business and economic trends, and the timelines for similar transactions of the nature contemplated in. You are cautioned that the preceding list of assumptions is not exhaustive.

Forward-looking information is not a guarantee of future performance and involves a number of risks and uncertainties some of which are described herein. Such forward-looking information necessarily involves known and unknown risks and uncertainties, which may cause Cervus' actual performance and financial results in future periods to differ materially from any projections of future performance or results expressed or implied by such forward-looking information. These risks and uncertainties may include but are not limited to the risks identified in Cervus' 2008 Annual Information Form under the heading "Risk Factors". Any forward-looking information is made as of the date hereof and, except as required by law, Cervus assumes no obligation to publicly update or revise such information to reflect new information, subsequent or otherwise.

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