

CERVUS EQUIPMENT CORPORATION

**PRESS RELEASE
FOR IMMEDIATE DISTRIBUTION**

Symbol: CVL (TSX-V)
January 25, 2010

CERVUS EQUIPMENT CORPORATION COMPLETES ACQUISITION OF MAPLE INTEREST

Cervus Equipment Corporation ("Cervus") (TSX-V: CVL) is pleased to announce that it has completed the previously announced transaction whereby it, through a subsidiary, acquired a 20% partnership interest ("**Partnership Interest**") in Maple Farm Equipment Partnership ("**Maple**"), which carries on the business of offering official John Deere equipment, parts and service in the Provinces of Saskatchewan and Manitoba. The value of the acquisition is approximately \$3.3 million.

As consideration for the Partnership Interest, Cervus sold the business and assets of its Moosomin, Saskatchewan and Russell, Manitoba dealerships to Maple. The transaction is subject to post-closing adjustments and may result in a payable from one party to the other, representing the difference between the value of the Partnership Interest and the business and assets of the Moosomin and Russell dealerships.

About Cervus

Cervus acquires and manages authorized agricultural, commercial and industrial equipment dealerships in Western Canada through 30 dealership locations in Alberta, Saskatchewan and Manitoba. The primary equipment brands represented by Cervus include John Deere agricultural equipment, Bobcat and JCB construction equipment, and Clark, Sellick, Nissan and Doosan material handling 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 possible cash payment from one party to the other pursuant to a post-closing adjustment. 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 Maple, including the historic performance of their businesses and current business and economic trends. 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' and Maple's 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 the 2008 Annual Information Form of Cervus LP, Cervus Equipment Corporation's predecessor, 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.

Neither TSX Venture Exchange nor its Regulation Service Provider (as that term is defined in the policies of the TSX Venture Exchange) accepts responsibility for the adequacy or accuracy of this release.