



**Press Release  
For Immediate Distribution**

**Symbol: CVL (TSX-V)  
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## **Cervus Corporation is Awarded 'Best investor relations by a TSX Venture Exchange company' at the 13th annual IR Magazine Award**

Peter Lacey, Founder & CEO of Cervus Corp., is proud to announce that Cervus has been recognized for its outstanding investor relations at the IR Magazine Awards. The company received top-honours in the category, 'Best Investor Relations by a TSX Venture Exchange Company' at the gala event held on February 17, 2010 in Toronto.

"We strive to find new and better ways to articulate our message in an informative and engaging manner, and take great pride in our record of open, honest communication," said Lacey. "To be selected for this award by the investment community is a true honour."

The winners were chosen through an independent survey of the investment community, the results of which comprise the Investor Perception Study, Canada 2010.

All in all, 250 Canadian buy-side analysts, sell-side analysts and portfolio managers were interviewed by Mary Maude Research using contact databases from Thomson, Reuters and Equicom. The final evaluations in each completed survey were used to determine the winners.

"Although I am familiar with the company and the business, Cervus' annual report outlines it so well that anyone can understand it," said one of the survey respondents. "It does an excellent job of communicating the core business and performance in a succinct fashion."

IR Magazine is published by Cross Border Ltd. and is the only global publication focused on the communication between companies and their investors. Each year they conduct a series of international surveys that are used to identify award-winning companies around the world.

### ***About Cervus Equipment Corporation***

*Cervus Equipment Corporation is in the business of acquiring and operating authorized agricultural, commercial and industrial equipment dealerships. By providing capital, resources, training and opportunity at each location, Cervus is able to effectively position the next generation of equipment dealers for profitability and growth.*

*With 30 dealership locations in Alberta, Saskatchewan and Manitoba, Cervus' primary equipment brands 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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