



**PRESS RELEASE  
FOR IMMEDIATE DISTRIBUTION**

**Symbol: CVL (TSX-V)  
May 14, 2010**

**CERVUS EQUIPMENT CORPORATION  
GRANTS DEFERRED SHARES**

Calgary, Alberta – Cervus Equipment Corporation (CVL: TSXV) announced today that on May 13, 2010, it granted deferred shares to certain directors and officers pursuant to its deferred share plan. The amount of annual bonuses eligible for participation was \$25,000. As such, the maximum number of deferred shares issuable was 2,012.88 at an issue price of \$12.42 per deferred share. These deferred shares are being matched by Cervus Equipment Corporation.

With 30 company-owned and managed locations in British Columbia, Alberta, Saskatchewan, and Manitoba, Cervus' primary brands include John Deere agricultural equipment, Bobcat and JCB construction equipment, and industrial brands including Clark, Sellick, Nissan and Doosan material handling equipment. The shares of Cervus are listed on the TSX Venture Exchange and trade under the symbol "CVL".

For further information, please contact:

**Peter Lacey – President & CEO**

Telephone: (403) 567-0339

Fax: (403) 567-0392

Email: [placey@cervuscorp.com](mailto:placey@cervuscorp.com)

**Randy Muth - Chief Financial Officer**

Telephone: (403) 567-0339

Fax: (403) 567-0392

Email: [rmuth@cervuscorp.com](mailto:rmuth@cervuscorp.com)

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