

CERVUS EQUIPMENT CORPORATION

PRESS RELEASE

Symbol: CVL (TSX-V)

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FOR IMMEDIATE DISTRIBUTION, Calgary, Alberta

CERVUS EQUIPMENT CORPORATION ("CERVUS") COMPLETES ACQUISITION OF AGRITURF LIMITED, A NEW ZEALAND CORPORATION

Cervus is pleased to announce that it has completed the previously announced transaction whereby it has acquired an approximate 60% equity interest in a subsidiary, Agriturf Limited ("Agriturf"), a New Zealand corporation for an approximate purchase price of CDN\$2.74 million (NZ\$3.75 million). Agriturf carries on business on the north island of New Zealand offering authorized John Deere equipment, parts and service in six locations, in the Manawatu, Rotorua, Hawke's Bay and Taranaki regions.

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 60% equity interest in the business and assets of the New Zealand dealerships. It is estimated that Agriturf will generate approximately NZ\$45 million in annual sales.

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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