



**Press Release  
For Immediate Distribution**

**Symbol: CVL (TSX-V)  
February 5, 2010**

## **Cervus Equipment Corporation named as part of 2010 TSX Venture 50**

February 5, 2010 (Calgary, Alberta) – TSX Venture Exchange today announced that Cervus Equipment Corporation (“Cervus”) has been named as one of the TSX Venture 50, a ranking of strong performers listed on TSX Venture Exchange. TSX Venture 50 is comprised of 10 emerging companies in five industry sectors that have been identified as leaders in Canada’s public venture market.

“It is an honour to be named as part of this year’s TSX Venture 50,” said Peter Lacey, President & CEO of Cervus Equipment Corporation. “This accomplishment is shared by the entire Cervus organization - our support, sales and service teams, our dedicated managers and board members, our customers and our investors. Our listing on the TSX Venture Exchange has provided us with the ideal environment to meet our growth goals and objectives.”

The 2010 TSX Venture 50 were selected based on four equally weighted criteria that include return on investment, trading, analyst coverage and market capitalization growth in Cleantech, Diversified Industries, Mining, Oil & Gas and Technology and Life Sciences sectors.

“We are pleased to celebrate the 2010 TSX Venture 50,” said John McCoach, President, TSX Venture Exchange. “These outstanding companies are proven leaders in their respective sectors and we are proud to have them listed on TSX Venture Exchange. We wish them all continued success.”

**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".

For more information please contact:

**Peter Lacey – President & CEO**

Telephone: (403) 567-0339 ext. 245

Fax: (403) 567-0392

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

**Randy Muth - Chief Financial Officer**

Telephone: (403) 567-0339 ext. 244

Fax: (403) 567-0392

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

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