



**News Release
FOR IMMEDIATE RELEASE**

Cervus Equipment Corporation Announces TSX Ticker Symbol Change to "CERV"

CALGARY, Alberta (January 26, 2017) -- Cervus Equipment Corporation ("Cervus" or the "Company") (TSX: CVL) today announced that effective at the opening of trading on Monday January 30, 2017, its shares will commence trading on the Toronto Stock Exchange ("TSX") under the symbol "CERV".

Cervus applied for the change following the TSX's recent introduction of four-letter stock symbols, as it believes "CERV" is a more intuitive abbreviation of its name than "CVL".

No action is required to be taken by Cervus' current shareholders in connection with the symbol change.

About Cervus Equipment Corporation

Cervus acquires and operates authorized agricultural, construction, materials handling and transportation equipment dealerships. The Company has interests in 64 dealerships in Canada, New Zealand, and Australia, employing more than 1,500 people. The primary equipment brands represented by Cervus include John Deere agricultural equipment; Bobcat and JCB construction equipment; Clark, Sellick and Doosan material handling equipment; and Peterbilt transportation equipment.

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