



## Central Alberta Dealers Announce Merger of Operations

October 16, 2009

Martin Equipment Ltd. and Deerline Sales Ltd. have announced that they will merge their operations effective December 01, 2009. Both of these organizations have a proud heritage and take pride in meeting the needs of their people and customers, and are excited about the prospects that this merger will provide.

The goal of the merger is to provide increased depth and strength to continue to meet the evolving needs of our customers, and maintain a leadership role in the industries in which we operate. From a people side, we see increased opportunities for our staff to grow and advance. As well, the increased scale of our new organization will make us an employer of choice which will enable us to recruit and retain the best people.

From our customers' perspective, we see a combined organization being able to provide a wider range of products and services, as well as a greater selection of those products. We also see the ability to provide better support through increased product specialization, larger parts and equipment inventories, and even better facilities and equipment. Another important benefit to our customers is the ability to attract and retain the best people in the industry to service their needs.

Over the next few months, we will be implementing a consolidation plan that integrates existing operations to provide a seamless transition for our customers and staff. We will continue to emphasize a strong local community focus, with a higher level of overall support for each of our stores.

The new organization will have a total of 11 stores in the following locations: Barrhead, Calgary, 3 stores in Edmonton, High Prairie, Mayerthorpe, Warburg, Westlock and Wetaskiwin and a Motor Sports store in Saskatoon, SK. All locations will operate under their existing names (Deerline Sales, Martin Equipment and Martin Motor Sports) and will continue the same commitment to providing quality products and superb customer service.

Both organizations are very excited about the opportunities that this merger creates, and we believe that it will be a win-win situation for all involved. The entire team of our new organization invites you to stop by and discuss how we can meet your equipment needs. For more information, please visit our websites at [www.deerline.com](http://www.deerline.com), [www.martinequipment.ca](http://www.martinequipment.ca), or [www.martinmotorsports.ca](http://www.martinmotorsports.ca).