



Equipment Dealerships Announce Intent to Merge Operations

The shareholders of Jay Dee Equipment Ltd., Green Acres Equipment Ltd., Greenstar Ag & Turf Ltd. and Humboldt Farm Equipment Ltd. are pleased to announce that they are merging their operations effective February 1, 2009. This merger will create one of the largest privately held John Deere dealer organization networks in Canada.

“This merger of operations will ensure that our organizations will remain strong, viable and positioned for continued long term sustainable growth in the future,” stated Duane Smith, General Manager and Partner of Jay Dee Equipment Ltd. “This merger will provide greater opportunities and security for our staff and will ensure the customer experience we offer is the best in the industry.”

“Our customers can expect improved access to a larger parts supply, a more diverse inventory of new and used equipment and broader staff expertise,” added Boyd Hofmann, General Manager and Partner of Green Acres Equipment, Green Star Ag & Turf and Humboldt Farm Equipment. “This merger will ensure we can continue to meet our customer requirements and provide the best solutions to their operations.”

The management team will be implementing a consolidation plan that integrates the nine locations. The business practices of the existing operations are similar, which will allow for a seamless transition for both staff & customers. Each dealership’s best practices will be evaluated and incorporated into the new organization to form an even stronger customer-focused dealership to meet the needs of today and in the future.

“The consolidation plan will result in an efficient operation that will have a customer focus,” added Smith. “The intent is to prioritize all operations; equipment sales, service commitments and our parts inventory in a manner that ultimately reduces our customer’s down time.”

Hofmann also announced that the new organization is planning a “Name the Dealership” contest. “This contest will allow both our staff and customers some input into this important decision. Names do not have to be farming, equipment, or John Deere related, and they can be of a generic nature as well.” Details of the naming contest are available from any of the companies’ existing locations.

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About the organizations:

Jay Dee Equipment consists of five (5) John Deere dealerships with locations in Swift Current, Kindersley, Maple Creek, Kyle & Leader, Saskatchewan; Green Acres Equipment Ltd., Greenstar Ag & Turf Ltd., and Humboldt Farm Equipment Ltd. have four (4) John Deere dealerships with locations in Unity, North Battleford, Humboldt, and Kelvington, Saskatchewan. The combined operation will have approximately 170 employees.