

Clean Air. Clean Water. Clean Streets.

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FOR IMMEDIATE RELEASE

THE ICE FORCE IS STRONG WITHIN JOE JOHNSON EQUIPMENT

Barrie, ON, April 23, 2015 – Joe Johnson Equipment (JJE), North America's leading provider of municipal equipment representing the industry's market-leading products, today announced that it has re-branded its arena ice products division as "Ice Force".

Increasing demand for JJE's top-of-the-line ice-making equipment and services across North-America sparked an aggressive growth phase, and the re-branding allows the Ice Force Team to better serve its customers as a recognized one-stop shop for all their arena ice product needs.



Arena Ice Products Manager Steve Dawe:

"For the past 30 years, I have strived to make the perfect ice and align myself with products that can make that perfect sheet. The Ice Force team and group of products allows us to master the art of ice making. Through experience and dedication to our customers, we have truly become a "Force" to be reckoned with in this market, and we will continue to follow our tried-and-tested strategy: to represent industry-leading, emission-free products and forge a team of the best talent and customer-support experience. Our customers hold us to that standard: a perfect sheet of ice in a safe, zero-emissions environment to achieve our motto of: Clean Air, Clean Water, Clean Ice."

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ArmouredICE Spraying System

In response to customers' demand for a superior ice making system, the ICE Force experts have designed the state-of-the-art ArmouredICE Spraying System. Now a standard feature on all Engo Ice Resurfacers, this powerful ice making system is comprised of a high pressure electric pump, stainless steel booms, speed related water flow and an atomizer feature with driplless nozzles. The built-in Quick System Retrofit guarantees a seamless addition to any Ice Resurfacer model.

ArmouredICE builds ice stronger, cleaner and more efficient:

- Advanced ice durability
- Substantial savings on labour and energy
- Greater safety on ice building
- Superior ice clarity on lines and logos

Engo Electric Ice Resurfacer

With a 30 year global success story, Engo Ice Resurfacers are the perfect blend of Italian design and German engineering, which has earned them the nickname "Ferrari of Ice Resurfacers". JJE brought Engo into the North American market as a result of the demand for a stronger, safer, more dependable electric Ice Resurfacer. Engo has taken many strides forward in the industry to out-perform a fossil fuel machine - all while reducing the facilities' overall operational expenses, emitting zero emissions and producing a safe environment.

Minengo Edger

The Minengo Edger was developed for operators that require the very best results from their ice maintenance. This electric, silent, user-friendly powerhouse has zero environmental impact while removing the ice build-up around the boards.

JJE De-OX Ice Making System

The De-OX Ice Making System is cutting edge technology designed to achieve that perfect flood, while significantly reducing facilities' energy costs. Users cannot speak highly enough about the system. The proven payback on the purchase of this system is roughly two years, as the cost savings of reduced hydro usage over two years pays for the upfront cost of the system. And the reduction in carbon footprint is for free. The System is based on the water passing through a portable patented twin membrane vacuum system where all the oxygen is removed from the water before filling the Ice Resurfacer. It is a complete water treatment system for ice rinks and is both economical and environmentally-sound, all without the need of chemicals. It produces ice which is harder, faster and more durable, while substantially reducing facilities' energy costs. It is a win-win for efficiency and for the environment.

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Meet the *Ice Force* Team and learn about everything they have to offer at the following trade shows and conferences across North America this spring:

- ORFA, April 27, Guelph/Ontario
- NEISMA, April 27-29, North Fallmouth, Massachusetts
- NARCE, May 18-21, Columbus Ohio

About Ice Force

Ice Force is the exclusive North American distributor for Engo Electric Ice Resurfacers and Edgers, the De-Ox Ice Making System and the ArmouredICE Spraying System. With fully-equipped service locations across Canada and the U.S., *Ice Force* has become recognized by its customers as an indispensable partner to help them master the art of ice making and ice maintenance well beyond the point of sale. *Ice Force* is promoting zero-emissions arena ice equipment for a safe and pollution-free environment to skaters, spectators and staff in arenas everywhere.

About Joe Johnson Equipment

JJE sells and supports infrastructure-maintenance equipment to municipalities and contractors across Canada, the US, and South America. The Company supplies equipment in the following industries: Arena Ice Products, Sewer Cleaning, Pipeline Inspection, Wet / Dry Industrial Vacuum, Hydro-Excavation, Refuse & Recycling, Snow & Ice Control, Street Cleaning, Mowing and Mining.

Supported by its branch network, JJE has Sales, Service & Parts facilities across Canada and many in the US. JJE was again recognized in 2015 as one of *Canada's Best Managed Companies*.

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