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FOR IMMEDIATE RELEASE

JOE JOHNSON EQUIPMENT ADDS LOUISIANA TO GROWING U.S. BRANCH NETWORK

Barrie, ON, February 04, 2015 – Joe Johnson Equipment (JJE), one of North America's leading providers of infrastructure-maintenance equipment representing the industry's market-leading brands, today announced that it has further expanded its branch network into the south-east United States by opening up a new, fully-equipped facility in Prairieville, Louisiana.

The new location complements JJE's existing U.S. operations in Texas, New York State, and in Michigan and Ohio, the latter two states being where the company recently announced a partnership with the premier local municipal equipment & refuse house, Bell Equipment.

JJE Company President, Joe Johnson, states:

"Customer service is always our #1 priority. And we are very pleased to bring this focus to Louisiana. Our decision to expand into Louisiana was driven by our customers' demands there for the high quality service and support they have come to expect from JJE in other areas. Now, being further engrained in the Southern U.S. with experienced local staff, we have the opportunity to even better serve these customers on their own turf with on-site support, training and maintenance. That is our model: exceptional customer service provided by exceptional people at the local level, and I am excited to bring this to the Bayou state. "

The new Louisiana branch is located off Interstate 10 approximately one hour north-west of New Orleans and, in conjunction with JJE's Texas facility in Beaumont, will enhance the company's coverage of the Gulf of Mexico region. With a large concentration of crude oil refineries and natural gas processing plants in the area, JJE will be providing equipment support and rentals to the industrial cleaning market with a focus on Hydro Excavators, Industrial Vacs and Sewer Cleaners, as well as, Horizontal Directional Drills and Trenching Equipment.

Leading JJE's Service operations in both Texas and Louisiana will be Regional Service Manager Eric Courville. Eric brings with him over twenty-five years of industrial and commercial mechanical experience. In the past 15 years, he has specialized in the rental, sales and repair of vacuum equipment, and prior to joining JJE, he worked as a National Equipment Manager overseeing various shop locations, an inventory of 300 pieces of vacuum equipment and a workforce of 25 mechanics across North America.

About Joe Johnson Equipment

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

In addition to its sales and product-support arms, JJE has strong Used Equipment, Technology, Consulting, Rental, and Finance divisions.

Clean Air. Clean Water. Clean Streets.

Supported by its branch network, JJE has Sales, Service & Parts facilities across Canada and many in the U.S. JJE was again recognized in 2014 as one of *Canada's Best Managed Companies*.

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