

March 20th, 2012
FOR IMMEDIATE RELEASE

JOE JOHNSON EQUIPMENT (JJE) IS PLEASED TO ANNOUNCE WE ARE AN OFFICIAL PARTNER FOR THE MASTERCARD MEMORIAL CUP 2012

Through our Quebec Division, Groupe Gemec, JJE is pleased to be a proud local partner for the 2012 MasterCard Memorial Cup on May 17-27 in Shawinigan, Quebec.

The ice must be perfect for high-level hockey like a Memorial Cup; so JJE is providing the products. The ice will be made with JJE's De-OX Ice Making System, resurfaced with Engo's Electric Ice Resurfacer, and the perimeter of the ice will be shaved by the Minengo Electric Edger.

JJE De-OX Ice Making System

The De-OX Ice Making System is a state-of-the-art technology designed to achieve maximum facility efficiency. 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 or being applied to the ice. 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. In addition to making perfect ice, the payback in energy savings through using this System is fast.

Engo Electric Ice Resurfacer

With the growing need for facilities to provide a safe, emission-free facility for their employees, spectators and skaters, the Engo Ice Resurfacer is sure to impress. JJE brought Engo into the Canadian 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.



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About Joe Johnson Equipment:

JJE sells and supports infrastructure-maintenance equipment to municipalities and contractors. The Company provides equipment included in the following industries: Refuse & Recycling, Snow & Ice Control, Street Cleaning, Sewer Cleaning, Pipeline Inspection, Wet and Dry Industrial Vacuum, Hydro-Excavation, Mowing, and Indoor Ice Making and Maintenance. In addition to its sales and product-support arms, JJE has strong Used Equipment, Technology, Consulting, Rental and Finance divisions.

JJE has branch service facilities across Canada, in Innisfil, Ottawa, Montreal, Halifax, Winnipeg, Calgary, and Edmonton. The Company is also in the process of adding two facilities in Ontario – in Cambridge and Toronto. In addition to the Rochester location in NY, JJE will be opening its second NY State branch in Albany in just a few weeks. JJE's first South American branch in Santiago, Chile will be completed in April 2012. JJE is a Canada's 50 Best Managed Company .

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