



External News Release

FOR IMMEDIATE RELEASE:

Two John Deere Dealerships with Deep Manitoba Roots Join Forces

Winnipeg, March 10, 2023 - Enns Brothers Ltd. and S.H. Dayton Ltd. are pleased to announce that they have entered into an agreement whereby Enns Brothers will acquire 100% of the operating assets of S.H. Dayton Ltd. The anticipated closing date is March 15, 2023.

Founded in Newdale, Manitoba, in 1961, S.H. Dayton Ltd. opened the Shoal Lake location in 1979. The dealership was purchased from Jim Dayton by Keith Martin, Peter Baydak and Calvin Harrison in February 1994. S.H. Dayton Ltd. has earned a reputation for excellent customer service, providing Shoal Lake area farmers with a high level of product support, a depth of knowledge and best-in-class business practices.

While Keith, Peter and Cal have decided not to continue in their current roles, they are pleased to announce that Dale Martin and Craig Geekie, who have been with the organization for over 20 years, will take on the leadership of the branch. "We know that Dale and Craig are the right stewards for the dealership in this community and that they will continue to build on the legacy of value and support that we have been providing for over 62 years," said S.H. Dayton Ltd. General Manager, Keith Martin.

Enns Brothers is a John Deere dealer in Manitoba, with over 350 employees and agriculture equipment dealerships in 8 communities. The company has invested heavily in people, process and technology to support its innovative strategies, such as Performance Plus, farm optimization plans and a full suite of agronomy solutions. These services support growers in the areas of product uptime, technology integration, data integration and agronomy services. Customers will also be able to take advantage of broader access to quality new and late model used inventory and expanded parts and service availability.

"We are extremely excited to have the knowledgeable S.H. Dayton Ltd. group join Enns Brothers," said Enns Brothers President, Ray Bouchard. "By combining the exceptional customer experience that the Shoal Lake team is known for, with our



innovative precision agriculture strategies and technical resources, we believe we can create even more value for customers in the region.”

Keith Martin, agrees. “Our companies share the same values and both have a long history of supporting our customers and communities. We know that a visionary, multi-store operation like Enns Brothers has the depth of resources needed to ensure that the Shoal Lake leadership team can support our customers for the next 10 years and beyond. The timing is right for us to take this next step and we are all excited for what this will mean for our customers now and in the future.”

-30-

Enns Brothers Ltd. Is a local Manitoba success story with over 350 employees in Manitoba and Northwest Ontario. Enns Brothers sells and services John Deere agricultural and turf equipment and BRP recreational products. The company has been in business for 66 years, is locally owned and committed to the communities it serves.

Media:
Shannon Enns
204 475-3667
senns@ennsbros.com