

TSX Symbol: SQP

For Immediate Release

Strongco promotes Kevin Disher to position of Regional Vice President, CASE division

MISSISSAUGA, ON, January 2, 2019 - **Strongco Corporation** (TSX:SQP)

Strongco is pleased to announce the promotion of Kevin Disher to the position of Regional Vice President, CASE. In this role, Kevin will be responsible for the entire CASE business. “During his time with Strongco, Kevin has contributed significantly to the success of our organization and I’m confident that he will grow the CASE business to new heights”, says Oliver Nachevski, Vice President & Chief Operating Officer for Strongco.

Kevin joined Strongco in 2012 and for 6 years held the position of Sales Manager for the CASE division in Ontario. Prior to Strongco, Kevin held the position of District Sales Manager with Mack Trucks for Class 8 On Highway Sector and Product Sales and Support Manager with Detroit Diesel of Canada. His extensive experience working with major dealer networks across Canada and in all facets of the business, including parts and service, has demonstrated his ability to raise the bar with achievable results and supports Strongco’s philosophy in continuous improvement.

Together with his solid background in the industry and strong leadership skills, Mr. Disher is more than capable in leading the Strongco CASE team with great success.

About Strongco Corporation

Strongco Corporation is a major multiline mobile equipment dealer with operations across Canada. Strongco sells, rents and services equipment used in diverse sectors such as construction, infrastructure, mining, oil and gas, utilities, municipalities, waste management and forestry. The Company has approximately 500 employees serving customers from 26 branches in Canada. Strongco represents leading equipment manufacturers with globally recognized brands, including Volvo Construction Equipment, Case Construction, Sennebogen, Manitowoc Crane, including National and Grove, Fassi, Allied Construction, ESCO, and Dressta. Strongco is listed on the Toronto Stock Exchange under the symbol SQP.

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