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TSX Symbol: SQP

For Immediate Release

Strongco to Hold Third Quarter 2016 Results Conference Call

Mississauga, Ontario – October 19, 2016 – Strongco Corporation (TSX: SQP) today announced it will hold a conference call on **Thursday, November 3, 2016 at 10am ET** to discuss the Company's financial performance for the third quarter ended September 30, 2016.

The conference call will be hosted by Robert Beutel, Executive Chairman and David Wood, Chief Financial Officer.

The dial-in number to call is **1-800-319-4610** or **+1-604-638-5340** outside of Canada and the USA. Following management's introductory remarks, a question and answer session will take place for analysts and institutional investors.

An archived recording will be available to listeners following the call until midnight on December 3, 2016. To access it, dial 1-855-669-9658 or +1-604-674-8052 outside of Canada and the U.S., and enter passcode 0851#.

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 560 employees serving customers from 27 branches in Canada. Strongco represents leading equipment manufacturers with globally recognized brands, including Volvo Construction Equipment, Case Construction, Manitowoc Crane, including National and Grove, Terex Cedarapids, Terex Trucks, Fassi, Sennebogen, Konecranes and SDLG. Strongco is listed on the Toronto Stock Exchange under the symbol SQP.

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