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TSX Symbol: SQP

For Immediate Release

Strongco to Hold Fourth Quarter and Year-End Results Conference Call

Mississauga, Ontario – March 7, 2018 – Strongco Corporation (TSX: SQP) today announced it will hold a conference call on **Thursday, March 22 at 9:30am ET** to discuss the Company's financial performance for the the fourth quarter and year ended December 31, 2017. Results will be issued by press release prior to the call.

The conference call will be hosted by Robert Beutel, Executive Chairman, David Wood, Chief Financial Officer, and Oliver Nachevski, Vice President, Construction Equipment.

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 April 22, 2018. To access it, dial 1-855-669-9658 or +1-604-674-8052 outside of Canada and the U.S., and enter passcode 2082#.

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, 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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