



Rocky Mountain Dealerships Inc. Adopts Advance Notice By-Law

CALGARY, ALBERTA, September 11, 2017 — Rocky Mountain Dealerships Inc. ("Rocky" or the "Corporation") (TSX:RME), Canada's largest agriculture equipment dealer, today announced that its Board of Directors adopted an advance notice by-law (the "By-Law"). The By-Law establishes a framework for advance notice of nominations for directors by Rocky's shareholders, in the event shareholders intend to nominate candidates for election as directors of the Corporation otherwise than pursuant to the Business Corporations Act of Alberta (the "Act"). In the case of an annual meeting of shareholders, the advance notice to Rocky must be given at least 30 days before the date of the annual meeting, provided, however, that if the annual meeting of shareholders is to be held less than 50 days after the date of the first public announcement of the date of the annual meeting, a shareholder nominating a candidate may give notice no later than the close of business on the 10th day following the date of such public announcement. In the case of a special meeting (which is not also an annual meeting) of shareholders called for the purpose of electing directors (whether or not called for other purposes), the advance notice to Rocky must be given no later than the close of business on the 15th day following the date of the first public announcement of the date of the special meeting of shareholders.

The By-Law entered into effect on September 11, 2017, and will be placed before shareholders for ratification at the next annual meeting of shareholders, anticipated to take place in May, 2018 (the "Meeting"). Pursuant to the provisions of the Act, the By-Law will cease to be effective unless it is confirmed by a resolution adopted by a majority of the votes cast at the Meeting. The description of the By-Law in this press release is qualified in its entirety by the full text of the By-Law, which has been made available under the Corporation's profile on SEDAR at www.sedar.com.

About Rocky

Rocky is Canada's largest agriculture equipment dealer with branches located throughout Alberta, Saskatchewan, and Manitoba. Through its network of Rocky Mountain Equipment locations, Rocky sells, rents, and leases new and used agriculture equipment and offers product support and finance to its customers.

Additional information on Rocky is available at www.rockymtn.com and on SEDAR at www.sedar.com.

For further information: Rocky Mountain Dealerships Inc., Garrett Ganden, President and Chief Executive Officer; David Ascott, Chief Financial Officer, or Jim Wood, Chief Sales and Operations Officer, #301, 3345 8th Street S.E., Calgary, Alberta T2G 3A4, Telephone: (403) 265-7364, Fax: (403) 214-5644