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## **McCoy UNIFIES BRAND IN SUPPORT OF GROWTH STRATEGY**

Edmonton – **McCoy Corporation** (TSX:MCB) is pleased to announce a strategic consolidation of brands under the McCoy name with a new visual identity. This evolution of the McCoy brand plays an important role in the company's growth strategy, designed to display McCoy's global reach and integrated offering in the energy industry.

"We're excited to be taking this important step forward," said Jim Rakievich, President & CEO of McCoy. "Operating under a number of different company names in the past meant that customers didn't always realize that they could count on McCoy for a wide range of energy products and services. This is no longer going to be the case."

As part of its new brand identity, McCoy is moving forward with two defined segments in its corporate structure – Energy Products & Services and Mobile Solutions, each operating with multiple divisions. McCoy's previous operational structure consisted of three segments and various business units, each having their own unique brand attributes. Simplifying the business structure and uniting the McCoy Brand will provide internal efficiencies as well as build a more recognizable and powerful Corporate brand for all of McCoy's stakeholders including employees, suppliers, customers and shareholders. Key, trusted product brands like the CLINCHER®, WINCATT™, FARR, GRIT FACE™, PEERLESS and SCONA brands will remain.

"Our new brand demonstrates that we have the breadth, global reach and an integrated competitive advantage to deliver our products and services to the marketplace," said Rakievich. McCoy is also adopting a new tagline of Moving Global Energy Forward.

### **About McCoy**

McCoy provides innovative products and services to the global energy industry. McCoy is actively building a complete drilling equipment line to enhance its position as a trusted supplier to oilfield service contractors, drilling contractors and rig manufacturers worldwide. The Company's long-term strategy is to become a significant growth-oriented company by broadening its global reach of products, continued market leadership, ongoing technological innovation, and focusing on efficient operations.

McCoy operates internationally through direct sales, agents and distributors. The Company's operations are based out of the Western Canadian Sedimentary Basin and the US Gulf Coast. McCoy's corporate office is located in Edmonton, Alberta, Canada with offices in Alberta, British Columbia, Louisiana, and Texas.

### **Forward-Looking Information**

This News Release contains forward-looking statements and forward-looking information within the meaning of applicable securities laws. The use of any of the words "expect", "anticipate", "continue", "estimate", "objective", "ongoing", "may", "will", "project", "should", "believe", "plans", "intends" and similar expressions are intended to identify forward-looking information or statements. More particularly and without limitation, this News Release contains forward-looking statements and information concerning McCoy's future financial performance. The forward-looking statements and information are based on certain key expectations and assumptions made by McCoy, including expectations and assumptions concerning fluctuations in the level of oil and gas industry capital expenditures, McCoy's ability to integrate acquired businesses and complete strategic acquisitions of additional businesses and other factors that affect demand for McCoy's products. Although McCoy believes that the expectations and assumptions on which such forward-looking statements and information are based are reasonable, undue reliance should not be placed on the forward-looking statements and information because McCoy can give no assurance that they will prove to be correct. By its nature, such forward-looking information is subject to various risks and



uncertainties, which could cause McCoy's actual results and experience to differ materially from the anticipated results or expectations expressed. These risks and uncertainties, include, but are not limited to, fluctuations in oil and gas prices, fluctuations in the level of oil and gas industry capital expenditures and other factors that affect demand for McCoy's products, industry competition, the need to effectively integrate acquired businesses, uncertainties as to McCoy's ability to implement its business strategy effectively in Canada and the United States, labour, equipment and material costs, access to capital markets, interest and McCoy's ability to attract and retain key personnel. Additional information on these and other factors is available in continuous disclosure materials filed by McCoy with Canadian securities regulators. Readers are cautioned not to place undue reliance on this forward-looking information, which is given as of the date it is expressed in this News Release or otherwise, and to not use future-oriented information or financial outlooks for anything other than their intended purpose. McCoy undertakes no obligation to update publicly or revise any forward-looking information, whether as a result of new information, future events or otherwise, except as required by law.

**For further information please visit [www.mccoycorporation.ca](http://www.mccoycorporation.ca) or contact:**

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