



E N T E R T A I N M E N T & M U L T I M E D I A L I M I T E D

---

**P R E S S R E L E A S E**

Friday, March 9, 2007

For Immediate Release:

Stock Symbol: TSX Venture Exchange: BFS

**B F S E N T E R T A I N M E N T D E C L A R E S D I V I D E N D**

**BFS Entertainment & Multimedia Limited** of Richmond Hill, Ontario, is pleased to announce today that its Board of Directors declared a cash dividend of \$0.03 per common share payable on March 28, 2007 to all common shareholders of record at the close of business on March 20, 2007. This dividend is a consequence of BFS' significant increase in retained earnings arising from its successful operations.

The Board of Directors is pleased to provide its shareholders with a return on their investment and foresees the introduction of a regular dividend policy, subject to management's ongoing review of its financial requirements.

**BFS** acquires exclusive rights to film and television programming for home video distribution and broadcast. Distribution rights are obtained by license, acquisition and co-production from various independent production and television broadcast companies. These programming rights are developed into home video products for North American distribution and where applicable, are licensed internationally.

Programming includes classic dramas, mystery, comedy, sports and documentaries and is sold under the **BFS Video** and **American Home Treasures** video brands. North American distribution (75% of which is in the United States) is through national retailers, distributors, mail order companies and BFS' direct to consumer division.

BFS' strategy is to continue to acquire new programming and to expand its proprietary programme development, international distribution and direct to consumer electronic delivery.

(SEC Rule 12g exemption #82-4245)

For further information, please contact:

John Grzybowski, MBA, CA

Chief Financial Officer

E-mail: [ir@bfsent.com](mailto:ir@bfsent.com)

Tel (905) 884-2323

Fax (905) 884-8292

Corporate Website: [www.bfsent.com](http://www.bfsent.com)