



ENTERTAINMENT & MULTIMEDIA LIMITED

PRESS RELEASE

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For Immediate Release:

Stock Symbol: TSX Venture Exchange: BFS

BFS ENTERTAINMENT & MULTIMEDIA LIMITED ANNOUNCES THIRD QUARTER RESULTS

BFS Entertainment & Multimedia Limited of Richmond Hill, Ontario announces its unaudited consolidated financial and operating results for the third quarter ended January 29, 2005.

Sales for the first nine months were \$6,478,816 compared to \$6,156,219 last year. Operating earnings were \$658,855 compared to \$944,749 last year. Net earnings for the first nine months were \$79,115 (\$0.01 per share) compared to \$173,511 (\$0.02 per share) for the same period last year.

Sales for the third quarter were \$2,280,914 compared to \$2,280,829 during the same quarter last year. Operating earnings were \$358,617 compared to \$241,613 last year. Net earnings for the third quarter were \$114,796 (\$0.01 per share) compared to \$28,737 (\$0.00 per share) in the same quarter last year.

Denis B.E. Donnelly, President and CEO stated, "We are pleased to be able to maintain our gross margins, though the strength of the Canadian dollar continues to have a negative impact on our historical comparisons."

FINANCIAL HIGHLIGHTS (unaudited)

Table with 5 columns: Financial Highlight, Thirty-nine Weeks Ended Jan. 29, 2005, Thirty-nine Weeks Ended Jan. 31, 2004, Thirteen Weeks Ended Jan. 29, 2005, Thirteen Weeks Ended Jan. 31, 2004. Rows include Sales, Operating earnings (EBITDA), Earnings before income taxes, Income taxes, Net earnings, and Basic and diluted earnings per share.

BFS uses operating earnings (EBITDA) to assess the operating performance of its business. Operating earnings (EBITDA) represent earnings before interest, income taxes and amortization. Operating earnings (EBITDA) do not have a standardized meaning prescribed by generally accepted accounting principles and therefore, are unlikely to be comparable to operating earnings (EBITDA) as reported by other publicly traded companies.

BFS Entertainment & Multimedia Limited manufactures, markets and distributes under the BFS Video and American Home Treasures video labels, a wide range of entertainment home videos and DVDs for resale to retail and catalogues throughout North America.

(SEC Rule 12g exemption #82-4245)

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