



ENTERTAINMENT & MULTIMEDIA LIMITED

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

Monday, April 1, 2002

For Immediate Release

Stock Symbol: TSE: BFS

BFS ENTERTAINMENT & MULTIMEDIA LIMITED FORMS STRATEGIC VIDEO DISTRIBUTION RELATIONSHIP

BFS Entertainment & Multimedia Limited (TSE: BFS) of Richmond Hill, Ontario, is pleased to announce that it has entered into a five year agreement with **Navarre Corporation** of Minnesota, USA, whereby BFS has formed a strategic relationship with Navarre to source and supply selected home video product lines for resale by Navarre to its customers.

BFS' president and CEO, Denis Donnelly states, "It is anticipated that this distribution arrangement will realise significant increases in revenue and profits for BFS in the next fiscal year."

BFS Entertainment & Multimedia Limited (TSE: BFS) manufactures, markets and distributes under the **BFS Video** and **American Home Treasures** video labels, a wide range of entertainment home videos and DVD's for resale to retail and catalogues throughout North America. The company's strategy is to continue to acquire new programming for North America and to expand its distribution channels. The Company is also continuing to look for small companies that can be acquired to fit the current business model.

Navarre Corporation's (NASDAQ: NAVR) major business groups are: Navarre Distribution Services, which distributes non-proprietary quality entertainment products, including consumer software, video games, major label and independent music and DVD and VHS video, to a broad base of retailers nationwide and Navarre Entertainment Media, which distributes proprietary entertainment products, including independent music and DVD in the United States and Canada. The Company operates a business-to-business Internet E-Commerce website www.navarre.com.

(SEC Rule 12g exemption #82-4245)

For further information, please contact:

John Grzybowski, MBA CA

Chief Financial Officer

Tel (905) 884-2323

Fax (905) 884-8292

Corporate Website: www.bfsent.com

CAUTION CONCERNING FORWARD-LOOKING STATEMENTS: *This press release contains certain forward-looking statements that reflect the Company's current view of future events, business outlook and anticipated financial performance. This information is subject to important risks, uncertainties and assumptions that are difficult to predict. The results or events predicted in this announcement may differ materially from actual results or events.*