

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

Friday, April 25, 2008

For Immediate Release

Stock Symbol: TSX Venture Exchange: BFS

**CYRIL KAYE APPOINTED VICE PRESIDENT, SALES & BUSINESS DEVELOPMENT
FOR BFS ENTERTAINMENT & MULTIMEDIA LIMITED**

Denis Donnelly, President & CEO of **BFS Entertainment & Multimedia Limited**, is pleased to announce the appointment of Cyril Kaye to the position of Vice President, Sales & Business Development for BFS Entertainment & Multimedia Limited.

Mr. Kaye joins BFS with more than thirty years of experience in the home entertainment distribution business, including most recently, a twelve-year term as Vice President at KOCH Entertainment Canada, an Entertainment One Ltd. company.

“Cyril is a seasoned entertainment executive with decades of experience in sales, distribution and content acquisitions and will be a great addition to our management team,” said Denis Donnelly. “With his impressive track record in the entertainment marketplace, Cyril is extremely qualified in this new position to take BFS to its next level of success. We are looking to Cyril to expand and drive our sales and marketing programs in and beyond our traditional niche and into new areas and new markets.”

BFS Entertainment & Multimedia Limited is a recognised independent manufacturer and distributor of home video with head office in Toronto, Ontario and sales office in Los Angeles, California.

BFS acquires exclusive rights to film and television programming for home video distribution and broadcast where applicable. 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, documentaries and health and wellness and is sold under the **BFS Video**, **American Home Treasures** and **Bodhi Lifestyle™** brands. North American distribution 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)

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