



ENTERTAINMENT & MULTIMEDIA LIMITED

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

Friday, July 20, 2001

For Immediate Release

Stock Symbol: TSE:BFS

**BFS ENTERTAINMENT & MULTIMEDIA LIMITED
ANNOUNCES RESULTS FOR FISCAL 2001**

BFS Entertainment & Multimedia Limited of Richmond Hill, Ontario, today reported its consolidated operating results for the fiscal year ended May 5, 2001.

Sales for the fiscal year ended May 5, 2001 were \$6,906,617 compared to \$6,077,346 for the previous fiscal year, an increase of 14%.

For the fiscal year, operating earnings before interest, income taxes and amortization (EBITDA) were \$1,485,007 or \$0.18 per share, compared to \$1,342,848 or \$0.17 per share for the prior fiscal year. Net earnings for the fiscal year were \$304,857 or \$0.04 per share, compared to \$564,850 or \$0.07 per share for the previous fiscal year.

Denis B.E. Donnelly, President and CEO stated, "Despite a tough marketplace, fiscal 2001 met our expectations for internal growth. Two years have passed since the acquisition of American Home Treasures and our results show that this acquisition made a significant contribution to BFS. The debt service resultant from this acquisition will continue to impact our net earnings and cash flows until July 2004. On the completion of this debt servicing, our earnings outlook is expected to be significantly improved. For fiscal 2002 our goal is to complete one acquisition which we anticipate will propel us to a new level of shareholder value."

FINANCIAL HIGHLIGHTS (audited)	Fiscal years ended	
	May 5, 2001	May 6, 2000
Sales	\$ 6,906,617	\$ 6,077,346
Operating earnings (EBITDA)	1,485,007	1,342,848
Net earnings	304,857	564,850
Operating earnings per share (EBITDA)	\$ 0.18	\$ 0.17
Net earnings per share	0.04	0.07

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 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.

(SEC Rule 12g exemption #82-4245)

For further information, please contact:
John Grzybowski, MBA, CA
Chief Financial Officer
E-mail: ir@bfsent.com
Tel (905) 884-2323
Fax (905) 884-8292
Corporate Website: www.bfsent.com