

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

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For Immediate Release

Stock Symbol: TSX Venture Exchange: BFS

**BFS ENTERTAINMENT & MULTIMEDIA LIMITED
ANNOUNCES RESULTS FOR FISCAL 2009**

BFS Entertainment & Multimedia Limited of Richmond Hill, Ontario, announces its audited consolidated financial and operating results for the fiscal year ended May 2, 2009.

Sales for the fiscal year ended May 2, 2009 were \$11,504,600 compared to \$9,102,446 for the previous fiscal year, an increase of 26%.

Income before income taxes for the fiscal year was \$547,295 compared to \$213,329 for the same period last year. Net income for the fiscal year was \$351,243 or \$0.05 per share, compared to \$101,082 or \$0.01 per share for the previous fiscal year.

Denis B.E. Donnelly, President and CEO stated, "We are extremely pleased to have achieved a 26% increase in sales over the prior year. We experienced growth in our corporate sales distribution channels and also in our direct to consumer business. We remain optimistic, in spite of the economy, of continuing to maintain and increase our core businesses through revenue growth and controlling our costs in the next fiscal year."

FINANCIAL HIGHLIGHTS (audited)	Fiscal years ended	
	May 2, 2009	May 3, 2008
Sales	\$ 11,504,600	\$ 9,102,446
Income before income taxes	547,295	213,329
Income taxes	196,052	112,247
Net income	351,243	101,082
Basic and diluted earnings per share	\$ 0.05	\$ 0.01

BFS 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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