

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

Wednesday, August 15, 2007

For Immediate Release

Stock Symbol: TSX Venture Exchange: BFS

**BFS ENTERTAINMENT & MULTIMEDIA LIMITED
ACQUIRES NEW HEALTH AND WELLNESS PROGRAMMING**

BFS Entertainment & Multimedia Limited of Richmond Hill, Ontario announced today that it has acquired for exclusive North American distribution, a library of approximately 25 hours of Health and Wellness Programming ranging from Pilates to Feng Shui and in keeping with the objectives of its recently announced division **Bodhi Lifestyle™**.

Stated Denis B.E. Donnelly, CEO., "We are very pleased to complete this agreement which will provide twenty titles and will be a great start for **Bodhi Lifestyle™**. It will also provide an ongoing opportunity to further develop programmes with IMC Vision Limited based in England, from whom the library was acquired. IMC is a leading UK supplier and producer of Health and Wellness Programmes for the past ten years.

BFS is a recognised independent manufacturer and distributor of home video with head office in Richmond Hill, 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 and documentaries and is sold under the **BFS Video** and **American Home Treasures** video 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)

For further information, please contact:

Denis B.E. Donnelly

President & CEO

E-mail: ceo@bfsent.com

Tel (905) 884-2323

Fax (905) 884-8292

Corporate Website: www.bfsent.com