

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 IS PROUD TO ANNOUNCE
ITS 'GREEN' PACKAGING INITIATIVE FOR DVDs**

BFS Entertainment & Multimedia Limited of Richmond Hill, Ontario announced today that its new **Bodhi Lifestyle™** Division, devoted to health and wellness, will be releasing its initial collection of over twenty titles this Fall. This line will be packaged entirely in environmentally friendly materials.

Denis Donnelly, President & CEO stated today "This will be the first home video product line in North America that we know of, to be completely packaged in environmentally friendly material; it is recyclable and biodegradable when composted. It is printed using vegetable based inks and recycled board, the disc tray is a starch based fibre material and the shrink wrap is derived from corn.

This 'green' packaging exemplifies the nature and objectives of the **Bodhi Lifestyle™** Division and is something that we intend to roll out in other areas of our business, further reinforcing our commitment to a clean and sustainable environment.

BFS has committed, to use recycled and biodegradable materials and to eliminate all unnecessary packaging, plastics and waste where possible for the purpose of protecting the environment.

I believe that good corporate governance today has to include responsibility for the impact that corporations have on the environment and that if we all make the necessary effort we will be contributing greatly to the needs of our children and future generations."

Denis Donnelly further stated "Normally when a corporation makes an announcement such as this we would prefer our endeavours to be exclusive, but in this instance we hope that all of our peers, large and small, will quickly follow."

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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