



ENTERTAINMENT & MULTIMEDIA LIMITED

**P R E S S   R E L E A S E**

Thursday, September 21, 2000

For Immediate Release

Stock Symbol: TSE: BFS

**BFS ENTERTAINMENT & MULTIMEDIA LIMITED  
ANNOUNCES THE LAUNCH OF E-COMMERCE SITE**

BFS is pleased to announce that its complete product range is now available on-line to the consumer. Products can be purchased from the new E-Commerce site through BFS' USA subsidiary, Collectables Direct Inc. ([www.collectablesdirect.com](http://www.collectablesdirect.com)). Available products are not limited to BFS, but also include other suppliers with products that fit the same genre.

“Our E-Commerce site is completely integrated into our order processing and inventory system which enables us to ship orders within twenty four hours throughout North America. Fast and efficient service has always been one of the keys to our success and is certainly the pre-requisite to on-going success with on-line selling,” said Denis B.E. Donnelly, CEO of BFS Entertainment & Multimedia Limited. “We are also pleased to announce that all costs to date in launching this site have already been expensed. As we now have a developed site and the fully integrated operations, warehouse and distribution facilities to support on-line commerce, we will be looking for other strategic partnerships and alliances to take advantage of the potential of Collectables Direct Inc.”

Collectables Direct Inc. is a wholly owned subsidiary of BFS and publishes a direct response catalogue called Video Collectables which sells direct to the consumer.

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 including an E-Commerce site for consumer direct sales. 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)

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