



ENTERTAINMENT & MULTIMEDIA LIMITED

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

Thursday, September 28, 2000

For Immediate Release

Stock Symbol: TSE: BFS

**BFS ENTERTAINMENT & MULTIMEDIA LIMITED  
ANNOUNCES FIRST QUARTER RESULTS**

**BFS Entertainment & Multimedia Limited** of Richmond Hill, Ontario, is pleased to report continued growth in its unaudited consolidated financial and operating results for the first quarter ended August 5, 2000.

Sales for the quarter were \$1,282,672 compared to \$969,491 during the same quarter last year, representing an increase of 32.3%. Operating earnings were \$232,225 (\$0.03 per share) compared to \$80,885 (\$0.01 per share) last year, representing a 187% increase over the same period last year. Net loss for the quarter was \$54,525 (\$0.01 per share) compared to net earnings of \$27,541 in the same quarter last year.

**FINANCIAL HIGHLIGHTS**

<u>Thirteen weeks ended (unaudited)</u>	<u>August 5, 2000</u>	<u>July 31, 1999</u>
Sales	\$ 1,282,672	\$ 969,491
Operating earnings (EBITDA)	232,225	80,885
Net earnings (loss) (Note 1)	(54,525)	27,541
Operating earnings per share (EBITDA)	\$ 0.03	\$ 0.01
Net earnings (loss) per share	(0.01)	0.00

Note 1. The net loss includes approximately \$127,000 of amortization of the AHT library purchased in the summer of 1999 and related long-term interest of approximately \$74,000.

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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