

**P R E S S   R E L E A S E**

Tuesday, December 22, 2009

For Immediate Release

Stock Symbol: TSX Venture Exchange: BFS

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

**BFS Entertainment & Multimedia Limited** of Richmond Hill, Ontario announces its unaudited consolidated financial and operating results for the second quarter ended October 31, 2009.

Sales for the first six months were \$5,801,552 compared to \$4,737,836 last year, a 22% increase. Net income for the first six months was \$45,326 (\$0.01 per share) compared to \$27,644 (\$0.00 per share) for the same period last year.

Sales for the second quarter were \$3,484,977 compared to \$2,770,740 during the same quarter last year, a 26% increase. Net income for the second quarter was \$189,773 (\$0.03 per share) compared to \$184,797 (\$0.02 per share) in the same quarter last year.

Denis B.E. Donnelly, President and CEO stated, "We are pleased to report that sales revenue increased by 22% for the first six months of fiscal 2010. We continue to remain very positive for the balance of this fiscal year."

<b>FINANCIAL HIGHLIGHTS</b> <i>(unaudited and not reviewed by an auditor)</i>	<b>Twenty-Six Weeks Ended Oct. 31, 2009</b>	Twenty-Six Weeks Ended Nov. 1, 2008	<b>Thirteen Weeks Ended Oct. 31, 2009</b>	Thirteen Weeks Ended Nov. 1, 2008
Sales	<b>\$ 5,801,552</b>	\$ 4,737,836	<b>\$ 3,484,977</b>	\$ 2,770,740
Income before income taxes	<b>91,444</b>	49,920	<b>295,486</b>	284,957
Income taxes	<b>46,118</b>	22,276	<b>105,713</b>	100,160
Net income	<b>45,326</b>	27,644	<b>189,773</b>	184,797
Basic and diluted earnings per share	<b>\$ 0.01</b>	\$ 0.00	<b>\$ 0.03</b>	\$ 0.02

BFS is a recognised independent manufacturer and distributor of home video with head office in Toronto, Ontario.

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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