

BOJEUX SETS OUT TO CONQUER THE WORLD

The Quebec SME enters the United States and France

Montreal, Monday, December 17, 2007 – 2007 will be remembered as a pivotal year in the history of game and toy manufacturer and distributor Bojeux. For one, because last week **Georges Gareau** became the sole shareholder of this company he co-founded over thirty years ago with Jacques Richer. And secondly, because a run of good news has strengthened the company's position on both the domestic and international levels.

Bojeux will make its entrance first in the United States in early 2008, at **Target**, one of the three largest American superstore chains. The company has accomplished this tour de force with its Matchitecture wooden construction kits: starting in February, three models (Mechanical Digger, Chinese Junk and Empire State Building) will be released in 1800 stores across the country. Bojeux hopes to sell 47,000 units the first year, for a total of \$350,000. In the medium term, Target may distribute additional Bojeux product lines, including Play Art and Tutti Frutti.

Last week Bojeux added a new representative office in **Paris** to its existing presence in Montreal, Toronto and London. Bojeux France counts five employees and will enable the Quebec company to intensify its presence in France while actively exploring the Spanish and Italian markets.

In addition to attending the Nuremberg (Germany), Toronto and New York trade fairs in 2008, for the first time Bojeux will participate in the famous **Hong Kong Toys and Games Fair**, the number three event in the world devoted to toys. Georges Gareau's intentions are clear: "We now export to more than 40 countries, including Japan, Korea, Indonesia, New Zealand and Australia. By going to Hong Kong, we hope to increase our opportunities in the Asia-Pacific area, which has huge potential."

In addition to this commercial expansion campaign, the company is openly looking to grow by acquiring other toy manufacturers or distributors. For the moment, Bojeux is benefiting from North American consumers' distrust of toys "made in China" and its strategy of **keeping more than 80% of its production in Canada**: the company is banking on growth of 10% in 2007 and 20-25% in 2008.

For over thirty years, Bojeux has designed, developed and manufactured fun, stimulating and non-violent games and toys. They have given us the famous Tutti Frutti modeling dough, the creative Play Art products, Matchitecture, the Roll-O-Puzz, which is an essential accessory for all puzzles, and Yum, the star of Quebec's board games. In addition to their own product lines, Bojeux is also a distributor of these brands in Canada: Nathan (France), Ouaps! (France), Diset (Spain) and Castorland (Poland). The company boasts a hundred employees.

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