



**Press Release
For Immediate Release**

Bojeux: A Fresh Start

Montreal, August 25, 2009 - Bojeux is making a fresh start. The toy and game company has faced a number of obstacles over the past year, including the difficult economic situation, closures of Asian manufacturers, problems experienced by its foreign partners, the tightening of bank credit and other constraints. But Bojeux is now confidently resuming its operations with a talented and motivated team.

Sabrina Gareau will take over as Bojeux's new president while also studying management at McGill University. She will be assisted by her father, Georges Gareau, who will serve as chief executive officer, bringing with him over 30 years of experience in the toy business. The father-daughter leadership team will work closely together to ensure the stability and continuity of Bojeux during this time of transition.

There is more good news. Bojeux is also pleased to announce the hiring of two other team members:

Évelyne Abitbol is a communications professional who, with over 25 years of experience, is well known in her field. She will take on the role of marketing, communications and R&D director. Having previously been involved in the areas of politics, journalism and higher education, Évelyne wanted to venture into the private sector and the world of SMEs. Sabrina and Georges Gareau offered her the challenge of helping to revitalize Bojeux.

Philippe Émond has more than 15 years of valuable experience in sales and exceptional knowledge of the toy industry. Bojeux is delighted to announce his return to the team. As account manager, he will again handle major accounts such as, Canadian Tire, Loblaws, Sears, Toys "R" Us, Wal-Mart and Zellers. His previous success as sales director for Wrebbit and Bojeux demonstrates his expertise in this area and the confidence that those in the industry have in him.

The Company

Bojeux is a Quebec-based family business that designs, develops and produces stimulating, non-violent, hobby-style games and toys. Among other products, it is responsible for: Tutti Frutti, a well-known modelling dough; the Play Art line of creative toys; Matchitecture wood construction toys; Roll-O-Puzz, an accessory for storing puzzles; and Yum, a popular dice game. A proud ambassador for local toy production, the company continues to manufacture many of its games in Canada. Besides its own lines, Bojeux is the Canadian distributor of the Ouaps (France) and Castorland (Poland) brands, as well as several new lines to be announced in the near future.

Bojeux's toys and games are a part of Canada's heritage. Whether at home or at a friend's house, everyone has played with them. Bojeux will continue to make products that are fun for the whole family and make it possible for you to enjoy more precious moments with your loved ones.

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