



The lawsuit between Bojeux™ and Amav is settled

■ Montreal, October 30, 2006 — Bojeux Inc. (Bojeux™) is pleased to announce that the parties have reached a final agreement to settle the lawsuit opposing Bojeux™ to Soltron Realty Inc. (Soltron) and Diamant Toys Ltd. (Diamant), also doing business under the name "Amav", in the Federal Court of Canada. The heart of the dispute was Bojeux's Play Art™ arts & crafts line. The plaintiffs Soltron and Diamant had launched this lawsuit in 2001 and the trial of this matter had started in April 2006. Following the agreement, the plaintiffs will shortly withdraw their action. The terms and conditions of the settlement agreement will remain confidential at the parties' request.

■ "We will now be able to focus our attention on the development of new projects and to increase our presence in the toy market." stated **Georges Gareau**, the president of Bojeux™. And new projects are something the business has plenty of. Due to its massive investments in research and development and following a number of licensing agreements with Quebec and international artists, Bojeux™ this year launched more than **60 new products**. The market was not slow to react to this initiative: Bojeux™ has since benefited from **record customer acceptance** of its toys and games in stores across Canada with an increase of 50% compared with last year. As a result of this growth, the business needed to increase its head office at Anjou by 30,000 square feet.

■ News from abroad is just as positive. Bojeux™ will soon be opening an **office in France** to pilot the implementation of its very **own distribution network**, a strategy that should permit it to take advantage of the economic boom sweeping over Europe in general and Eastern Europe in particular. In the United States, strongly-positioned with its recently acquired accreditation as official supplier for a big American chain, Bojeux™ foresees new partnerships, if not acquisitions.

■ In the shorter term and closer to home, **Loto-Québec** is working out a new instant lottery game inspired by the famous game **Yum®** by Bojeux™. Its launch is expected by January of 2007.

■ Bojeux™ is a Quebec-based family business, employing over a hundred people and exporting its products to over a 40 countries. Having just celebrated its 30th birthday a few months ago, it is one of few companies to keep the manufacture of many of its toys in Canada. It distinguishes itself from the competition by its mission to market "hobby-type" toys and games that are creative, stimulating and non-violent. It makes the famous Tutti Frutti™ modeling clay, as well as the Play Art™, Matchitecture™, Roll-O-Puzz™ and Yum® products. It also distributes Nathan™ (France), Ouaps™ (France), Diset™ (Spain) and Castorland™ (Poland) games and toys.

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