



Bleu Lavande launches its exclusive franchise concept.

Montreal, May 11, 2010 – Founders Pierre Pellerin and Christine Deschesnes are proud to launch their exclusive franchises, five of which have now been established: Place Rosemère, Carrefour Laval, Promenades Saint-Bruno, Galeries d'Anjou, and the recently opened store at the Les Rivières shopping centre in Trois-Rivières. This announcement reconfirms the exceptional growth of Bleu Lavande, which ranked 39th among the Top 50 new Canadian companies experiencing the strongest growth in 2009.

GUEST SPEAKER AT THE ICSC: June 10, 2010

It is not surprising that the president and founder of Bleu Lavande, Pierre Pellerin, has been invited as guest speaker at the next Montreal edition of the prestigious International Council of Shopping Centers (ICSC), on June 10 at 9:15 a.m. at the Fairmont Queen Elizabeth Hotel. In addition to officially launching the Bleu Lavande franchise concept, Mr. Pellerin will talk about the development of a strong brand image through quality products, as well as the public response to Bleu Lavande's various commercial strategies (agro-tourism, sales network, chain of stores, etc.).

Those wishing to acquire a Bleu Lavande franchise must be passionate about the product line, adhere to the mission and philosophy of the company, have a good knowledge of retailing and customer service, and be actively involved in the daily operations of the store.

For information on franchising, contact Louis Dessureault (1 888 876-5851 or ld@bleulavande.ca).

Note that Bleu Lavande plans to open six new stores by December 2010.

About Bleu Lavande

Bleu Lavande is the only lavender producer in the world that exploits the plant from its root to eight lines of fine products, made from certified 100% pure essential oil of lavender. These products are sold in seven stores in Quebec and through 200 authorized dealers across the country. Founded by Pierre Pellerin and Christine Deschesnes, the Bleu Lavande farm, located in the picturesque village of Fitch Bay, south of Magog, is the sole Canadian producer of lavender certified under international standards. A revelation in the heart of the Eastern Townships, this haven of peace, which receives no less than 200,000 visitors per year, offers scents and scenery unparalleled on this side of the Atlantic.

For additional information, please contact:



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