



Bleu Lavande invests \$4.2 million in new facilities

Magog, June 14, 2010 – The Eastern Townships company Bleu Lavande today announced that it is investing \$4.2 million to create **Les Ateliers Bleu Lavande** on the site of the former SaarGummi plant.

This major expansion will create 23 new full-time jobs in Magog, and twelve temporary jobs that could become permanent by next fall. Bleu Lavande already employs 145 people (in administration, seasonal work, shops, etc.) at the height of the season in July.

"We consider it essential continually to renew and diversify the tourist experience for our visitors and to offer new products. And at the same time, we are also pursuing our marketing efforts. Manufacturing our products represents a new challenge that will enable us to become more profitable and develop new skills," noted the two founders, Pierre Pellerin and Christine Deschesnes.

Bleu Lavande, which ranked 39th among the 50 Canadian firms experiencing the strongest growth in 2009, also announced an exclusive franchise program last month. Five stores are already up and running in Rosemère, Laval, Saint-Bruno, Anjou and Trois-Rivières, and five more are expected to open by the end of the year.

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 six 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 fewer than 200,000 visitors every year, offers scents and scenery unparalleled on this side of the Atlantic.

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