



NEWS RELEASE

TSX symbol: GBV

GROUPE BIKINI VILLAGE INC. OPENS A NEW STORE IN NEWMARKET'S UPPER CANADA MALL AND RE-OPENS THREE RENOVATED MONTREAL-AREA STORES

STE-JULIE, QUEBEC, November 5, 2008 – Groupe Bikini Village inc. (TSX: GBV) (the “Corporation”) continues to build momentum on its expansion and renovation strategy, with the opening of a brand-new store in the Upper Canada Mall in Newmarket, Ontario and the re-opening of its renovated stores at Place Rosemère, Galeries d’Anjou and Place Montréal Trust in the Montreal area. Each of these stores now reflects the chain’s modern new retail look, and offers a bright and comfortable environment for shoppers who want the industry’s widest choice of swimwear, beachwear and accessories for men and women, all year long.

“Our new store in the Upper Canada Mall makes it even more convenient for our customers in Newmarket and the communities nearby to find the latest in swimwear fashions, no matter the season,” said Yves Simard, President and CEO of Groupe Bikini Village inc. “And with the renovations now complete in our Place Rosemère, Galeries d’Anjou and Place Montréal Trust locations, even more of our Montreal-area customers are able to enjoy our unparalleled inventory offerings within a fresh new shopping environment.”

Bikini Village stores offer a wide range of popular brands including Roxy, BillaBong, Hurley, Christina, Gottex, O’Neill, OP, Anne Cole, Guess, Body Glove, and Tommy Hilfiger. No other retailer offers as vast a selection of swimsuits, beach and vacation accessories, and cruisewear.

“Current retail market conditions underline the importance of our retail renovation and expansion strategy as we work diligently to grow our business,” said Mr. Simard. “With our new store at the Upper Canada Mall and three of our key Montreal–area performers renovated in time for the busy cruise season, we are well-positioned to take advantage of the opportunities that come with Canadians’ love for winter travel.”

Groupe Bikini Village inc. plans to continue its retail renovation and expansion strategy in the coming months.

About Groupe Bikini Village inc.

Groupe Bikini Village inc., serving Canadians for almost a quarter-century, is a leading swimwear retailer with a network of new and renovated boutiques across Eastern Canada. In its bright and inviting stores with comfortable change rooms and knowledgeable staff, Groupe Bikini Village inc. helps its customers choose from among Canada’s widest selection of swimsuits, beach accessories, and cruisewear, in the most popular brands the industry has to offer and styles to suit every figure. Headquartered in Ste-Julie, Québec, Groupe Bikini Village inc. operates 59 stores and employs approximately 500 people; its securities trade on the Toronto Stock Exchange under the stock symbol GBV. For more information about Groupe Bikini Village inc., please visit our website at www.bikinivillage.com.

Forward-looking statements

This news release contains certain forward-looking statements concerning Groupe Bikini Village inc.'s future operations, economic performance, financial conditions and financing plans. These statements are based on certain assumptions and analysis made by management in light of their experience and their perception of historical trends, current conditions and expected future developments, as well as other factors they believe are appropriate under the circumstances. However, whether actual results and developments will conform to management's expectations and predictions is subject to a number of risks, uncertainties and assumptions. Consequently, all of the forward-looking statements made in this news release are qualified by these cautionary statements, and there can be no assurance that the results or developments anticipated by management will be realized or, even if substantially realized, that they will have the expected consequences or effects on the Company. Management undertakes no obligation and does not intend to update or revise any forward-looking statements, whether as a result of new information, future events, or otherwise, except as may be required under applicable law.

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