

TSX symbol: GBV

**GROUPE BIKINI VILLAGE INC. OPENS NEW STORE
IN SCARBOROUGH TOWN CENTRE, ONTARIO**

SAINTE-JULIE, May 29, 2009 — Groupe Bikini Village inc. (TSX: GBV) (“Groupe Bikini Village”) opens a brand-new store in Scarborough Town Centre, in Ontario. The new Bikini Village store at Scarborough Town Centre, which reflects the chain’s modern new retail look, will offer the industry’s widest choice of swimwear, beachwear and accessories for men and women, 12 months a year.

“With the opening of our new store in Scarborough Town Centre, our customers from Scarborough and the surrounding communities will have even more convenient access to our outstanding inventory of all the latest in swimwear fashions, in the bright and welcoming environment we are increasingly known for,” said Yves Simard, President and CEO of Groupe Bikini Village inc. “Ontario’s hot and humid summers make for perfect pool and beach weather – and Bikini Village stores like our new location at Scarborough Town Centre offer everything you need to make the most of it, from swimwear, to cover-ups, to beach bags, footwear, and even special laundry soap to keep your swimsuit looking new.”

Bikini Village stores offer a wide range of popular brands including Roxy, Billabong, Hurley, Christina, Gottex Profile, O’Neill, Guess and Body Glove, to name only a few of them. No other retailer offers as vast a selection of swimsuits, beach and vacation accessories, and cruisewear.

“Our retail renovation and expansion strategy we undertook two years ago continues to build momentum with our customers, who are showing their appreciation by increasingly choosing to shop at Bikini Village,” said Mr. Simard. “We are delighted to be establishing our presence at Scarborough Town Centre in time for the busy summer season, and look forward to continuing with our retail renovations and expansion in the months ahead”.

About Groupe Bikini Village

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 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 in styles to suit every figure. Headquartered in Ste-Julie, Quebec, Groupe Bikini Village inc. operates 61 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.

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