



**JUVENILE**

Cosco  
Safety 1<sup>st</sup>  
Maxi Cosi  
Quinny  
Baby Relax  
Babidéal  
MonBébé  
Bébé Confort

**HOME FURNISHINGS**

Ameriwood  
Ridgewood  
Charleswood  
Dorel Home Products  
Cosco Home & Office  
Dorel Asia  
Carina Furniture

**RECREATIONAL / LEISURE**

Pacific Cycle  
Schwinn  
GT  
Mongoose  
In Step

**EXCHANGES**

**CANADA**

TSX:  
DII.A, DII.B

**U.S.A.**

NASDAQ:  
DIIBF

**CONTACT:**

Maison Brison  
Rick Leckner  
(514) 731-0000

Dorel Industries Inc.  
Jeffrey Schwartz  
(514) 934-3034

## DOREL CONCLUDES PACIFIC CYCLE ACQUISITION

**Montreal, February 4, 2004** - Dorel Industries Inc. (TSX: DII.A, DII.B; NASDAQ: DIIBF) announced that it has concluded its previously announced acquisition of Wisconsin-based Pacific Cycle, a designer and supplier of bicycles and other recreational products, best known for its *Schwinn*, *Mongoose* and *GT* bicycle brands. The total acquisition cost was \$US 310 million and, as previously disclosed, the acquisition is expected to add at least US\$0.50 per share to Dorel's earnings in the current fiscal year, as well as at least an additional US\$0.25 per share due to the impact of the acquisition on the Company's average tax rate.

Pacific Cycle results will be reflected in the newly established Recreational/Leisure segment.

### Profile

Dorel designs, markets, and distributes brand name consumer products globally. It offers an extensive range of high-quality products, which it markets through three independent business segments: juvenile products, home furnishings, as well as recreational and leisure products. Dorel's juvenile segment offers well-known brands in infant car seats, strollers, high chairs, toddler beds, cribs, infant health and safety aids, play-yards and juvenile accessories. The home furnishings segment specializes in a wide variety of Ready-to-Assemble (RTA) furniture for home and office use including metal folding furniture, futons, step stools, ladders and other imported furniture items. Dorel's recreational and leisure segment markets its products under popular brand names in high-quality bicycles and other recreational products.

Dorel employs approximately 4,800 people in fourteen countries. Major North American facilities are located in Montreal, Quebec; Cornwall, Ontario; Columbus, Indiana; Wright City, Missouri; Tiffin, Ohio; Dowagiac, Michigan; Madison, Wisconsin; and Canton, Massachusetts. The Company's major divisions in the United States include Ameriwood Industries, Pacific Cycle and the Dorel Juvenile Group (DJG USA), which incorporate the Cosco, Safety 1<sup>st</sup>, Schwinn, Mongoose and GT brand names, among others. In Canada, Dorel operates Ridgewood Industries, and Dorel Home Products. European operations are carried out through the Dorel Juvenile Group (DJG Europe) located in Holland and the Ampa Group, which has major facilities in France, Italy and Portugal. Brand names marketed in Europe are Maxi-Cosi, Bébé Confort, Quinny, Safety 1<sup>st</sup>, Babidéal, MonBébé and Baby Relax. Dorel's imported furniture business is carried out through Dorel Asia.

- 30 -

### Forward-Looking Statements

Except for historical information provided herein, this press release may contain information and statements of a forward-looking nature concerning the future performance of the Company. These statements are based on suppositions and uncertainties as well as on management's best possible evaluation of future events. Such factors may include, without excluding other considerations, fluctuations in quarterly results, evolution in customer demand for the Company's products and services, the impact of price pressures exerted by competitors, and general market trends or economic changes. As a result, readers are advised that actual results may differ from expected results.