



(TSX: DII.A, DII.B)

**DOREL INDUSTRIES WILL HOLD A CONFERENCE CALL
TO DISCUSS ITS SECOND QUARTER RESULTS**

OPEN TO: Analysts, investors and all interested parties
DATE: Thursday, August 7, 2008
TIME: 1:00 PM Eastern Time
CALL: 1-800-814-4859

THE PRESS RELEASE WILL BE PUBLISHED THE SAME DAY THROUGH CNW.

Please dial in 15 minutes before the conference begins.

If you are unable to call in at this time, you may access a tape recording of the meeting by calling 1-877-289-8525 and entering the passcode 21278988# on your phone. This tape recording will be available on Thursday, August 7, 2008 as of 3:00 PM until 11:59 PM on Thursday, August 14, 2008.

MEDIA WISHING TO QUOTE AN ANALYST SHOULD CONTACT THE ANALYST PERSONALLY FOR PERMISSION.

NOTE TO FIRST-TIME ANALYSTS: Please contact MaisonBrison at 514-731-0000 prior to the day of the conference call.

Interested parties may also listen to a live webcast at www.dorel.com, www.newswire.ca or at www.q1234.com.

For further information contact Rick Leckner, MaisonBrison at 514-731-0000.