



(TSX: DII.A, DII.B)

DOREL INDUSTRIES WILL HOLD A CONFERENCE CALL TO DISCUSS ITS FOURTH QUARTER AND YEAR END RESULTS

OPEN TO: Analysts, investors and all interested parties
DATE: Wednesday, March 10, 2010
TIME: 1:00 PM Eastern Time
CALL: 1-888-231-8191

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 1-800-642-1687 and entering the passcode 59159658 on your phone. This tape recording will be available on Wednesday, March 10, 2010 as of 3:00 PM until 11:59 PM on Wednesday, March 17th.

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 or at www.newswire.ca.

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