



PRESS RELEASE

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Dorel Industries Unveils New Apparel Footwear Group Facility in Metro-Vancouver

Makes \$3 million investment to build on twenty-year history with SUGOI to create world-class capabilities

Burnaby, B.C, May 12, 2010 – Dorel Industries Inc. (TSX: DII.B, DII.A) today officially unveiled a new facility in the Metro-Vancouver area for their Apparel Footwear Group Division (AFG) within the Company's Recreational/Leisure segment. The newly renovated 70,000-square-foot complex includes the full spectrum of business from manufacturing to distribution along with the Global Headquarters for design and marketing. The new Burnaby location employs more than 225 people.

Joining other company executives, employees and civic officials, Dorel President and CEO, Martin Schwartz, said an important focus of AFG will be to build the custom apparel business, developing cycling and running gear for teams and clubs. "This facility will allow AFG to increase its custom apparel capacity and offer highly competitive lead times. We've barely scratched the surface in this expanding market and we expect AFG to triple its custom apparel business within five years.

"Dorel commits to businesses for the long term. Over the past couple of years, we have made several investments as part of our plan to build our bicycle and apparel divisions into a global force."

Dorel has made a \$3 million investment to upgrade the AFG facility. The portfolio of brands that make up the division include SUGOI, Cannondale, GT, Schwinn, Iron Horse and Mongoose.

"The opportunity to significantly upgrade our AFG operations with a new and improved facility is positioning the entire division for global growth," says Chris Fuentes, President, AFG. "By investing in state-of-the-art technology such as digital printing and high speed precision sublimation, we expect to create an important speed to market advantage."

About Dorel Industries:

Dorel Industries Inc. (TSX: DII.B, DII.A) is a world class juvenile products and bicycle company. Established in 1962, Dorel creates style and excitement in equal measure to safety, quality and value. The Company's lifestyle leadership position is pronounced in both its Juvenile and Bicycle categories with an array of trend-setting products. Dorel's powerfully branded products include Safety 1st, Quinny, Cosco, Maxi-Cosi and Béb  Confort in Juvenile, as well as Cannondale, Schwinn, GT, Mongoose, Iron Horse and SUGOI in Recreational/Leisure. Dorel's Home Furnishings segment markets a wide assortment of furniture products, both domestically produced and imported. Dorel is a US\$2 billion company with 4,500 employees, facilities in nineteen countries, and sales worldwide.

SUGOI:

SUGOI has, for over 20 years, made incredible apparel for endurance athletes. In fact, the Japanese word SUGOI means "incredible" -- and our passion for developing these products stems from our own athletic experiences. Using the finest materials available, our vision is to inspire confidence through incredible athletic products. Our products span a wide range of activities from cycling to running to triathlons. In every garment, we apply a native-grown Canadian textile expertise to carry you to your athletic best.