



LES BOUTIQUES SAN FRANCISCO APPOINTS
A NEW MEMBER TO ITS BOARD OF DIRECTORS

LONGUEUIL, January 19, 2004 --- Les Boutiques San Francisco Incorporées (The "Corporation") announces the appointment of Mr. Pierre Marchesseault as a member of the Corporation's Board of Directors.

A graduate of HEC Montréal, the Université de Montréal's school of business, Mr. Marchesseault has been an active member of the business community in Quebec and elsewhere in North America for more than 20 years. He is president of his own firm, iMedias Web Design, Inc.

Les Boutiques San Francisco Incorporées is presently proceeding with the restructuring of its activities under the Companies' Creditors Arrangement Act.

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INFORMATION: Roch Landriault
(514) 843-2345