

AFEP-MEDEF RECOMMENDATIONS

Clichy, December 10, 2008 – At its meeting on December 10, 2008, the Board of Directors of SOCIETE BIC examined the AFEP-MEDEF recommendations dated October 6, 2008 concerning the compensation of executive directors of listed companies.

The Board considers that these recommendations are in line with the corporate governance principles of the company.

Accordingly, the AFEP-MEDEF corporate governance code thus amended is the SOCIETE BIC reference for the preparation of the report provided for in Article L.225-37 of the French commercial code, in accordance with the Act of July 3, 2008 that implement the European Union directive 2006/46/EC of June 14, 2006.

2009 Agenda

Full Year 2008 Results	February 11 th , 2009	Meeting (BIC headquarters)
1 st Quarter 2009 Results	April 22 nd , 2009	Conference Call
2008 Shareholders' Meeting	May 14 th , 2009	Meeting (BIC headquarters)
2 nd Quarter 2009 Results	August 5 th , 2009	Conference Call
3 rd Quarter 2009 Results	October 21 st , 2009	Conference Call

About BIC

BIC is a world leader in stationery, lighters and shavers. For more than 50 years, BIC has honored the tradition of providing high-quality, affordable products to consumers everywhere. Through this unwavering dedication, BIC has become one of the most recognized brands in the world. BIC products are sold in more than 160 countries around the world. In 2007, BIC recorded net sales of 1,456.1 million euros. The Company is listed on "Euronext Paris", the SBF120 and CAC Mid 100 indexes. BIC is also part of the FTSE4Good Europe Index.



For more information, please consult the corporate web site: www.bicworld.com

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