



Press release
23 December 2008

BIC strengthens its position in the Promotional Products industry by acquiring Antalis' Promotional Products (APP)

Clichy, December 23, 2008: BIC Group and Sequana today announce that they have reached an agreement in principle whereby BIC Group will acquire Antalis' Promotional Products entities (APP) on the basis of a total enterprise value of approximately 33 million euros, to which could be added an additional earn-out payment of up to 5 million euros, based on APP sales as of December 31, 2009 and due in 2010. The acquisition is expected to be completed by the first quarter of 2009, after the signing of a definitive agreement and receiving the necessary merger control clearances.

APP is European based and distributes a wide range of promotional products (pens, watches, t-shirts, agendas, gadgets and original business gifts). Relying on an extensive network of suppliers managed by an office located in Hong-Kong, APP sells to more than 15,000 distributors in 40 countries in Europe and Middle-East Africa. In 2008, APP should generate approximately 90 million euros in revenues.

These strengths will be highly complementary to the BIC Graphic business model, which is based on a historical leadership in promotional stationery products and lighters in Europe, the US and Latin America and excellence in customer service, manufacturing and imprinting.

Commenting on this acquisition, Mario Guevara, BIC Group Chief Executive Officer, said: *"This acquisition is a real opportunity to strengthen our Promotional Imprinted Products position in Europe and to become a global full service supplier. Although strongly impacted by the current economic downturn, the Promotional Imprinted Product business is a long term growth industry. The combined scale of our current BIC Graphic business plus Antalis' Promotional Products will create value for all stakeholders and give us leverage to fully participate in this industry's growth in the coming years."*

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

Investor Relations contacts: +33 1 45 19 52 26	Press contact: +33 1 53 70 74 25
Sophie Palliez-Capian - sophie.palliez@bicworld.com	Flore Larger - flarger@image7.fr
Carole Richon - carole.richon@bicworld.com	