

APP ACQUISITION CLOSING



Press Release
11 March 2009

SIGNING AND CLOSING OF THE ACQUISITION BY BIC OF ANTALIS' PROMOTIONAL PRODUCTS (APP)

Clichy, 11 March 2009 – BIC Group today announces the final signing and completion of the acquisition of Antalis' Promotional Products entities (APP) on the basis of a total enterprise value of 33.5 million euros to which could be added an additional earn-out payment of up to 5 million euros due in 2010, based on APP sales as of December 31, 2009.

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 generated 92 million euros in revenues. These strengths are 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.

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 2008, BIC recorded net sales of 1,420.9 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.



2009 Agenda

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



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

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