



RELEASE AND AVAILABILITY OF THE 2008 REFERENCE DOCUMENT

The French version of the 2008 reference document of SOCIÉTÉ BIC was filed with the A.M.F. (Autorité des Marchés Financiers: Paris Stock Exchange Authority) on March 31, 2009.

The document may be obtained on the BIC website (www.bicworld.com) as well as on the website of the A.M.F. (www.amf-france.org).

This document notably contains:

- The Management report of the Board of Directors for 2008,
- The Chairman's report on the Board of Directors functioning and on the internal control procedures implemented by the Company as well as the Auditor's report,
- Information related to the fees paid to the auditors,
- The annual information report.

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

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 following SRI indexes: FTSE4Good Europe, ASPI Eurozone and Ethibel Excellence Europe.



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

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