



JOINT EXTRAORDINARY AND ORDINARY ANNUAL SHAREHOLDERS' MEETING OF MAY 14, 2009

INFORMATION AVAILABLE CONCERNING THE SHAREHOLDERS' MEETING

The Shareholders of SOCIETE BIC are invited to participate to the Joint Extraordinary and Ordinary Annual Shareholders' Meeting that will take place on May 14, 2009 at 9:30 a.m at the registered office of the company - 14 rue Jeanne d'Asnières, 92110 Clichy.

Meeting announcement published in the April 6, 2009 issue of the BALO (Bulletin des Annonces Légales Obligatoires) includes in particular the agenda and the draft resolutions. This announcement is available on the internet website of the company (www.bicworld.com).

Documents mentioned in article R.225-83 of the French Commercial Code are at the disposal of the shareholders as from the date of the notice of meeting in accordance with current regulations:

- Shareholders owing registered shares can, until the fifth day included preceding the Meeting, ask the company to send him these documents. In order to exercise this right, owners of transferable (bearer) shares must send a certificate issued by their authorized intermediary;
- Shareholders can consult these documents at the registered office of the company during 15 days preceding the date of the Shareholders' Meeting.

2009 Agenda

1st Quarter 2009 Results	April 22nd, 2009	Conference Call
2008 Shareholders' Meeting	May 14th, 2009	Meeting (BIC headquarters)
2nd Quarter 2009 Results	August 5th, 2009	Conference Call
3rd Quarter 2009 Results	October 21st, 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 FTSE4Good Europe Index.



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

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