



PIERRE VAREILLE APPOINTED INDEPENDENT DIRECTOR OF THE BOARD OF SOCIÉTÉ BIC

Bruno Bich, Chairman of the SOCIÉTÉ BIC Board, announces the appointment of Pierre Vareille as an Independent Director.

Pierre Vareille succeeds Antoine Treuille. The Board of Directors expresses its gratitude to Antoine Treuille for his contribution of 12 years to BIC Group's strategic decisions.

Pierre Vareille, 51, is Chairman and Chief Executive Officer of FCI, the 4th largest worldwide manufacturer of connectors. He previously held senior management positions at Vallourec, GFI Aerospace, Faurecia, Pechiney and Wagon PLC. He graduated from the *Ecole Centrale* of Paris and the *Institut d'Etudes Politiques* of Paris.

On this occasion, Bruno Bich, Chairman of the Board, stated: "We are very pleased to welcome Pierre Vareille to our Board of Directors; his experience in international companies from various sectors will be strong assets for furthering the BIC Group strategic thought process."

2009 Agenda

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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