



CLOSING OF THE ACQUISITION BY BIC OF NORWOOD PROMOTIONAL PRODUCTS

BIC Group today announced that it has completed the acquisition of Norwood Promotional Products. The newly formed subsidiary will conduct business as Norwood Promotional Products LLC, a wholly-owned subsidiary of BIC USA Inc.

Total consideration for the acquisition is 125 million USD plus approximately 37.5 million USD in assumed liabilities.

Norwood Promotional Products has leadership positions in calendars, bags, awards, drinkware and other promotional goods. It benefits from a broad market penetration into the U.S. promotional products distribution channel. Norwood Promotional Products 2008 net sales were over 300 million USD.

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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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This document contains forward-looking statements. Although BIC believes its expectations are based on reasonable assumptions, these statements are subject to numerous risks and uncertainties.

A description of the risks borne by BIC appears in section "Risks and Opportunities" of BIC "Reference Document" filed with the French financial markets authority (AMF) on 31 March 2009

A presentation related to this announcement is available on BIC web site: www.bicworld.com, headline Investor Relations

