



DEATH OF MRS. EDOUARD BUFFARD

It is with great sadness that the BIC Group reports the death of Mrs. Edouard Buffard on August 18, 2009 at the age of 96.

Mrs. Buffard was the widow of Edouard Buffard who co-founded Société BIC with Marcel Bich. Edouard Buffard was, until his death in 1996, Executive Vice President and Director of Société BIC.

On this occasion, Bruno Bich, Chairman of the Board, said: “*Edouard Buffard and my father went into partnership in 1945. He played a great part in the success of BIC thanks to his qualities as a manager and industrialist and his expertise in ball point pen technology.*”

Société BIC extends its condolences to Mrs. Buffard’s family and relatives.

As of December 31, 2008, Mrs. Buffard was holding 4.6% of SOCIÉTÉ BIC shares and 5.9% of voting rights.

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.



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

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