



**DISCLOSURE OF TOTAL NUMBER OF VOTING RIGHTS
AND NUMBER OF SHARES FORMING THE CAPITAL
AS OF OCTOBER 31, 2009**

Article L 233-8-II of the French “Code de Commerce” and Article 223-16 of the General Regulations of the French “Autorité des Marchés Financiers”.

As of October 31, 2009, the total number of issued shares of SOCIÉTÉ BIC is 48,559,287 shares, representing:

- 75,482,303 voting rights,
- 75,131,405 voting rights excluding shares without voting rights.

2010 Agenda

Full Year 2009 Results	17 February 2010	Meeting (BIC headquarters)
1 st Quarter 2010 Results	21 April 2010	Conference Call
2009 Shareholders' Meeting	12 May 2010	Meeting (BIC headquarters)
2 nd Quarter 2010 Results	4 August 2010	Conference Call
3 rd Quarter 2010 Results	20 October 2010	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.



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

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