



## RELEASE AND AVAILABILITY OF THE 2009 REFERENCE DOCUMENT

The French version of the 2009 reference document of SOCIÉTÉ BIC was filed with the A.M.F. (Autorité des Marchés Financiers: Paris Stock Exchange Authority) on April 1, 2010.

The document may be obtained on the BIC website ([www.bicworld.com](http://www.bicworld.com)) as well as on the website of the A.M.F. ([www.amf-france.org](http://www.amf-france.org)).

This document notably contains:

- The Management report of the Board of Directors for 2009,
- The Chairman's report on the Board of Directors functioning and on the internal control procedures implemented by the Company as well as the Auditor's report,
- Information related to the fees paid to the auditors,
- The annual information report.

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### 2010 Agenda

1 <sup>st</sup> Quarter 2010 Results	21 April 2010	Conference Call
2009 Shareholders' Meeting	12 May 2010	Meeting (BIC headquarters)
2 <sup>nd</sup> Quarter 2010 Results	4 August 2010	Conference Call
3 <sup>rd</sup> 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 2009, BIC recorded net sales of 1,562.7 million euros. The Company is listed on "Euronext Paris" and is part of the SBF120 and CAC Mid 100 indexes. BIC is also part of the following SRI indexes: FTSE4Good Europe, ASPI Eurozone, Ethibel Excellence Europe and Carbon Disclosure French Leadership index 2009 (CDLI).



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For more information, please consult the corporate web site: [www.bicworld.com](http://www.bicworld.com)

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