



JOINT EXTRAORDINARY AND ORDINARY ANNUAL SHAREHOLDERS' MEETING OF MAY 12, 2010

INFORMATION AVAILABLE CONCERNING THE SHAREHOLDERS' MEETING

The Shareholders of SOCIETE BIC are invited to participate to the Joint Extraordinary and Ordinary Annual Shareholders' Meeting that will take place on May 12, 2010 at 9:30 a.m at the registered office of the company - 14 rue Jeanne d'Asnières, 92110 Clichy.

Meeting announcement published in the March 29, 2010 issue of the BALO (Bulletin des Annonces Légales Obligatoires) includes in particular the agenda and the draft resolutions. This announcement is available on the internet website of the company (www.bicworld.com).

Documents mentioned in article R.225-83 of the French Commercial Code are at the disposal of the shareholders.

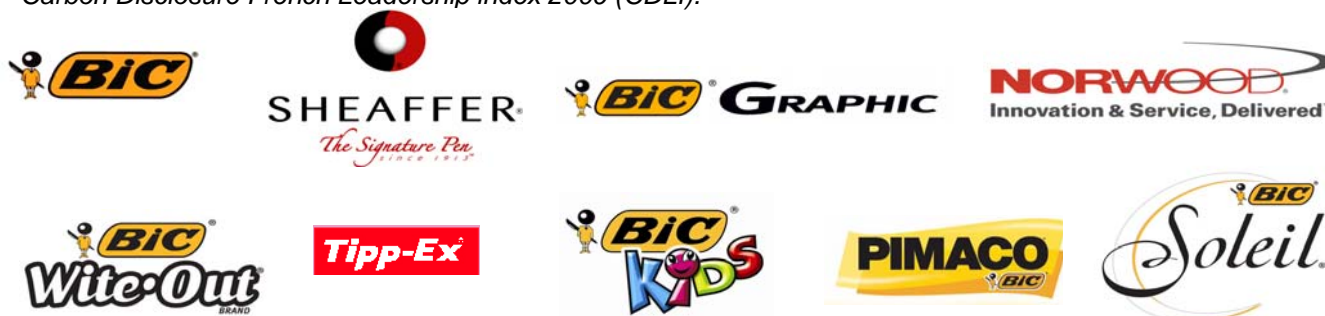
- Shareholders owing registered shares can, until the fifth day included preceding the Meeting, ask the company to send him these documents. In order to exercise this right, owners of transferable (bearer) shares must send a certificate issued by their authorized intermediary;
- Shareholders can consult these documents at the registered office of the company.

2010 Agenda

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 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).



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

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