



DIVESTITURE OF BIC APP FUNERAL PRODUCTS BUSINESS

BIC Group today announces the sale of BIC Advertising and Promotional Products (BIC APP) funeral products business to Prairie Capital, an investment firm based in Chicago (U.S.A.) for a total amount of 21.1 million USD (app. 17 million EUR¹).

This transaction is consistent with BIC APP strategy to focus on its core activities in order to become the N°1 global supplier in Advertising and Promotional Products in terms of customer focus, operational efficiency and return on capital employed.

Following the acquisitions of Antalis Promotional Products in Europe and Norwood Promotional Products in the U.S. in 2009, BIC APP is today the N°1 Advertising and Promotional Products supplier in the U.S., N°2 in Europe and benefits from a significant presence in Latin America, Australia, Africa and Asia (through its sourcing activities).

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).

2010 Agenda

2 nd Quarter 2010 Results	4 August 2010	Conference Call
3 rd Quarter 2010 Results	20 October 2010	Conference Call



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

Investor Relations contacts: +33 1 45 19 52 26	Press contacts: +33 1 53 70 74 48
Sophie Palliez-Capian - sophie.palliez@bicworld.com	Claire Doligez - cdoligez@image7.fr
Carole Richon - carole.richon@bicworld.com	Priscille Reneaume - preneaume@image7.fr

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 01 April 2010.

¹ : 1 USD = 1.23 euros