



**RELEASE AND AVAILABILITY OF THE  
1<sup>ST</sup> HALF 2010 FINANCIAL REPORT**

The 1<sup>st</sup> Half 2010 Financial Report of SOCIÉTÉ BIC (Paris: BB) was sent to the A.M.F. – Autorité des Marchés Financiers (Paris Stock Exchange Authority) on August 4, 2010.

The document may be obtained on the BIC website ([www.bicworld.com](http://www.bicworld.com)).

**2010 Agenda**

3 <sup>rd</sup> Quarter 2010 Results	20 October 2010	Conference Call
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**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](http://www.bicworld.com)

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