



**DISCLOSURE OF TOTAL NUMBER OF VOTING RIGHTS
AND NUMBER OF SHARES FORMING THE CAPITAL
AS OF JANUARY 31, 2011**

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 January 31, 2011, the total number of issued shares of SOCIÉTÉ BIC is 48,748,288 shares, representing:

- 71,289,921 voting rights,
- 70,798,879 voting rights excluding shares without voting rights.

2011 Agenda

Full Year 2010 Results	February 16, 2011	Meeting (BIC headquarters)
1 st Quarter 2011 Results	April 20, 2011	Conference call
2010 Shareholders' Meeting	May 11, 2011	Meeting (BIC headquarters)
2 nd Quarter & 1 st Half 2011 Results	August 3, 2011	Conference call
3 rd Quarter & 9 Months 2011 Results	October 19, 2011	Conference call

About BIC

BIC is a world leader in stationery, lighters, shavers and promotional products. 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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