



ANNUAL JOINT SHAREHOLDERS MEETING (ORDINARY AND EXTRAORDINARY) 11 MAY 2011 - DOCUMENTS' AVAILABILITY

The Shareholders of SOCIETE BIC are invited to participate to the Joint Extraordinary and Ordinary Annual Shareholders' Meeting that will take place on May 11, 2011 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 28, 2011 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).

Other documents and information related to this Annual Meeting will be available under the conditions provided by laws and regulations in force.

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2011 Agenda

1 st Quarter 2011 Results	20 April 2011	Conference Call
2010 Shareholders' Meeting	11 May 2011	Meeting (BIC headquarters)
2 nd Quarter 2011 Results	3 August 2011	Conference Call
3 rd Quarter 2011 Results	19 October 2011	Conference Call

About BIC

BIC is a world leader in stationery, lighters and shavers. For more than 60 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 2010, BIC recorded net sales of 1,831.5 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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