



RELEASE AND AVAILABILITY OF THE 2010 REGISTRATION DOCUMENT

The French version of the 2010 registration document of SOCIÉTÉ BIC was filed with the A.M.F. (Autorité des Marchés Financiers: Paris Stock Exchange Authority) on March 31, 2011.

The document may be obtained on the BIC website (www.bicworld.com) as well as on the website of the A.M.F. (www.amf-france.org).

This document notably contains:

- the Management report of the Board of Directors for 2010,
- the Chairman's report on the Board of Directors function and on the risk management and internal control procedures implemented by the Company,
- information related to the fees paid to the auditors,
- the annual information report,
- the draft resolutions proposed by the Board of Directors' at the Annual General Meeting to be held on May 11, 2011 as well as the Board of Directors' report on the draft resolutions.

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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 2010 (CDLI).



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

Sophie Palliez-Capian - sophie.palliez@bicworld.com

Claire Doligez - cdoligez@image7.fr

Katy Montecatine – katy.montecatine@bicworld.com

Priscille Reneaume - preneaume@image7.fr

