



BIC GROUP ACQUIRES SOLOGEAR, MAKER OF FLAMEDISK® PORTABLE CHARCOAL-ALTERNATIVE HEAT SOURCE FOR GRILLING

BIC Group announced today that BIC Corp., its U.S. subsidiary, has acquired Sologear LLC, a Middleton, Wisconsin based company. Sologear is the maker of FlameDisk®, a portable charcoal-alternative heat source for grilling. BIC also acquired Sologear's unique technology for solidifying ethanol.

A start-up company, Sologear had 2010 sales of less than one million euros.

"BIC is very pleased with this acquisition. We believe that the FlameDisk® product, and its unique technology, presents a growth opportunity for the U.S. barbeque and grilling category. This product complements our Multi-Purpose lighter business, and is a good fit for our company," said Chris Mills, senior vice president and general manager, North America Consumer Products, BIC USA Inc.

"Sologear is very excited to be part of the BIC organization, combining our unique technology with BIC's brand and market leadership," said Tom Bush, Sologear chairman.

2011 Agenda

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 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

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