



SOCIETE BIC CANCELS 609,314 SHARES

On 11 May 2011, SOCIETE BIC's Board of Directors decided, pursuant to the authorization granted by the Annual Shareholders' Meeting held on the 11 May 2011, to cancel 609,314 shares.

Upon completion of this transaction, the common stock of SOCIETE BIC is made up of 48,006,918 shares.

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2011 Agenda

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

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