



**RELEASE AND AVAILABILITY OF THE
1ST HALF 2011 FINANCIAL REPORT**

The 1st Half 2011 Financial Report of SOCIÉTÉ BIC (Paris: BB) was sent to the A.M.F. – Autorité des Marchés Financiers (Paris Stock Exchange Authority) on August 3, 2011.

The document may be obtained on the BIC website (www.bicworld.com).

2011-2012 Agenda (all dates to be confirmed)

3 rd Quarter & 9 Months 2011 Results	October 19, 2011	Conference call
FY 2011 results	February 15, 2012	Meeting (BIC headquarters)
1 st Quarter 2011 results	April 25, 2012	Conference call
2011 AGM	May 10, 2012	BIC headquarters

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 60 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

Investor Relations contacts: +33 1 45 19 52 26	Press contacts: +33 1 53 70 74 48
Sophie Palliez-Capian - sophie.palliez@bicworld.com	Claire Doligez - cdoligez@image7.fr
Katy Montecatine – katy.montecatine@bicworld.com	Priscille Reneaume- preneaume@image7.fr

