



CROSS



A.T. CROSS COMPANY TO ACQUIRE SHEAFFER

Clichy – New York, 21 August 2014. BIC Group and A.T. Cross Company, a portfolio company of Clarion Capital Partners, announced today that they have signed an Asset Purchase Agreement for the sale of Sheaffer, BIC's fine writing instrument business, to A.T. Cross Company for approximately 15 million dollars, subject to final working capital adjustments.

By leveraging the individual strengths of Cross® and Sheaffer®, two authentic, American fine writing brands, the A.T. Cross Company will create a business that is well-positioned to be a worldwide leader in the design, manufacture and sale of premium, high-quality writing instruments.

The closing is expected by the end of October, 2014.

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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 2013, BIC recorded net sales of 1,898.7 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, Gaia Index and Stoxx Global ESG Index. For more information, please visit BIC corporate web site: www.bicworld.com

About A. T. Cross Company

Founded in 1846, the A.T. Cross Company has helped generations of consumers celebrate signature moments with its award-winning quality writing instruments, journals, timepieces, non-prescription reading glasses and business accessories. Cross products are sold in 89 countries through fine department and specialty stores as well as through the corporate gift channel. For more information, please visit the A.T. Cross website: www.cross.com

About Clarion Capital Partners

Clarion Capital Partners is a New York based middle market private equity firm. Clarion invests in growth companies in a variety of industries including Consumer Products and Specialty Retail, Media & Entertainment, Business Services, Healthcare Services, and Specialty Financial Services. Additional information on Clarion can be found at www.clarion-capital.com