

FOR IMMEDIATE RELEASE

Contact: Linda Kwong  
BIC Corporation  
(203) 783-2049 (Office)  
(203) 988-4143 (Cell)  
[Linda.kwong@bciworld.com](mailto:Linda.kwong@bciworld.com)

Jill Klimack  
BIC Corporation  
(203) 783-2051 (Office)  
(203) 500-3815 (Cell)  
[jill.klimack@bicworld.com](mailto:jill.klimack@bicworld.com)

### **BIC AWARDS OGDEN, UTAH RESIDENT WITH 2007 BIG DOG MOTORCYCLES K-9 CHOPPER**

Milford CT-- August 14, 2007—BIC USA Inc. has awarded Ogden, UT resident Casey Whitely with a 2007 Big Dog Motorcycles K-9 Chopper with a custom seat and a \$500 Big Dog Motorcycles Gift Certificate as the grand prize in the company's BIC® Lighter Big Dog Motorcycles™ Sweepstakes. The sweepstakes was sponsored by BIC USA Inc.

“The K-9 Chopper was presented to Casey on Wednesday, August 9, at Rolling Thunder Motorcycles, which is located in Salt Lake City,” said Mark Funderburk, associate brand manager--BIC Lighter Marketing, BIC Consumer Products USA. “The Big Dog Motorcycles Sweepstakes provided BIC with the opportunity to reach out to our consumers in an exciting way. I don't think anyone could have been more excited to win. Casey is a true bike enthusiast.”

Other Sweepstake prizes included two First Prize Winners who won a trip for two to Daytona, FL for 2008 Bike Week and \$500 spending money. Twenty Second Prize Winners received a \$200 gift certificate to J&P Cycles ([www.jpicycles.com](http://www.jpicycles.com)). Fifty Third Prize Winners received a one year subscription to Hot Bike Magazine.

BIC® products are known and appreciated worldwide for their quality, their affordability and their ease of use. BIC® writing instruments, lighters and shavers have become part of the personal history of millions of consumers, making BIC® one of the best-known international brands in more than 160 countries. BIC's in-depth understanding of each market allows it to offer products that respond to the needs and expectations of local consumers, and build productive relationships with its partners, from large distribution chains to curbside newsstands. Visit BIC at [www.bicworld.com](http://www.bicworld.com).

###