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**BIC LIGHTERS COMMEMORATES THE 50TH ANNIVERSARY
OF THE LEGENDARY DAYTONA 500**

Milford, CT –BIC Lighter pays homage to the world famous race with its Daytona 500 50th Anniversary Collector Series® lighters.

Each lighter in this series features nostalgic racing moments at Daytona through 50 years of great racing and showcases the excitement that racing fans have come to expect from this famous track.

“These lighters feature a variety of fresh and exhilarating designs that really capture the essence of racing at Daytona,” said Mark Funderburk, associate brand manager Pocket Lighter – BIC Consumer Products USA. “The lighters will be available at select convenience stores nationwide beginning in 2008.”

The suggested retail price for a pocket lighter in the BIC Daytona 500 50th Anniversary Collector Series® is \$1.69. For more information about BIC lighters, visit www.flickyourbic.com

BIC is a leading international distributor of stationery products, lighters and shavers in more than 160 countries around the world. For more than 50 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. Visit BIC at www.bicworld.com.

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