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BIC Launches New Lighter Designs

Shelton, CT, May 5, 2008—BIC will launch new and refreshed designs during the second quarter of 2008 that will appeal to many different consumer tastes. The Company is unveiling its newest lighter series, the BIC Symbols® Special Edition Series, as well as offering fresh new designs in its popular series: Geometrics Special Edition® Series, Flick My BIC® Special Edition® Series, and the Outdoors Special Edition® Series.

“One of the keys to profitability for a retailer is to offer consumers a wide variety of designs to meet their preferences,” said Adam Blumenthal, brand manager – pocket lighters, BIC Consumer Products USA. “This new line-up of designs certainly offers consumers the variety they look for when choosing a lighter.”

- **Symbols Special Edition Series** -Consumers will enjoy the new BIC Symbol Special Edition Series, which features 17 fun designs including a rose, a frog, a pair of dice, and a chess piece—just to name a few!
- **Geometrics Special Edition Series**- A consumer favorite, the BIC Geometric Special Edition Series lighters will easily attract the attention of consumers. There are 12 eye-catching designs featuring vibrant colors, each with a unique geometric design.
- **Flick My BIC Special Edition Series** - has a long-standing history of great designs and a powerful message for consumers. This refreshed edition brings more edge and excitement to consumers than ever before.
- **Outdoors Special Edition Series** - Remains one of BIC's most popular series. Outdoor enthusiasts and nature lovers will appreciate the refreshed designs in this series that feature a mix of dramatic outdoor scenes and wild animals.

Lighters in each of these series have a suggested retail price of \$1.49 each.

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 USA Inc. at www.bicworldusa.com.

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