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**BIC LAUNCHES “PICK YOUR BIC” WEBSITE,
LETS CONSUMERS CHOOSE NEXT LIGHTER SERIES**

Milford, CT, July 13, 2007 – BIC® Lighter has launched it’s “Pick Your BIC” website, giving consumers the chance to pick their favorite designs and determine the next line of BIC® Special Edition® Lighters.

The website features thirty designs from current Special Edition series such as Flick My BIC®, Summer Series, Traditional Tattoos and the highly popular Drink Series. When the results are tallied, the most popular picks will be used in a new Special Edition Series known as the Favorites Series.

“Our consumers frequently contact us regarding their favorite designs,” said Rick Pecka, lighter assistant product manager at BIC Consumer Products USA. “The ‘Pick Your BIC’ website allows them to have their voices be heard and interact with the product like never before.” A final selection of twelve mixed designs is expected to be produced in 50-count trays for distribution to participating retailers.

The website is available online at www.flickyourbic.com/pick_your_bic. The BIC® Special Edition Favorites Series is scheduled to launch in January 2008 with a suggested retail price of \$1.49.

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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