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UPDATE REGARDING CLOSURE OF ATCHISON FACILITY

Operations to be consolidated into BIC's Florida Operations

Atchison, KS – May 14, 2009 – BIC Graphic USA met with employees in Atchison this afternoon regarding the proposal by some Atchison-based employees for subcontracting work following the planned closure of the Atchison facility in July 2009.

“We gave the proposal serious consideration and comprehensive analysis but found that it is not cost effective in today’s marketplace,” said BIC Graphic Group General Manager, Nicolas Paillot. “Like many other industries and sectors today, the promotional products industry is facing unprecedented challenges and we must take these difficult steps to consolidate operations and reduce costs.”

On May 5, 2009, BIC Graphic USA announced that it would close its facility in Atchison, Kansas, which will result in the layoff of 88 employees. The Atchison product line will be consolidated into BIC Graphic USA’s operations in Clearwater and St. Petersburg, Florida. The facility closing is expected to be completed by July 10, 2009. All affected full-time employees will receive separation packages.

The closure of the Atchison facility is part of BIC Group’s cost reduction plan announced on April 22, 2009, designed to enable the Company to respond to the challenges of current economic conditions.

The Atchison facility is focused on promotional products, imprinting bags, padfolios and can coolers as part of the collection of products distributed by BIC Graphic USA. The promotional products business is being negatively impacted by the economic crisis and the reduction in discretionary spending by client companies for their advertising and promotional needs.

BIC Graphic USA, based in Clearwater, Florida, acquired Atchison Products, Inc. on August 31, 2007. BIC Graphic USA (UPIC: BIC, ASI: 40480), a division of BIC USA Inc., is a leading, world-class supplier of custom-imprinted products for the promotional products industry. Visit BIC Graphic USA’s website at www.bicgraphic.com.

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