



**FOR IMMEDIATE RELEASE**

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President  
BIC Group Graphic

**BIC GRAPHIC USA ANNOUNCES ATCHISON PRODUCTS, INC. REORGANIZATION PLAN**

Clearwater, FL – February 25, 2008 – On August 31, 2007, BIC Graphic USA acquired Atchison Products, Inc., a supplier of promotional totes, bags, coolers, and backpacks. After 13 months of discussion, due diligence, the completion of the acquisition, and BIC/Atchison integration, principals Dan Fangman and Dolly Duffy have elected to exercise their option and leave the Company, effective March 1, 2008.

“On behalf of BIC, we would like to congratulate Dan and Dolly on their success in building a small family-owned business over 18 years into a recognized industry leader,” said Jack Teague, president – BIC Group Graphic. “We would also like to thank them for their hard work and dedication through the integration process, and wish them the very best in their future endeavors.”

Effective March 1, 2008, Matthew Schneider, a four-year Atchison veteran, has been promoted to the position of Atchison Products Operations Manager, responsible for the Atchison facility, including warehousing, imprinting, and shipping. He will oversee a workforce consisting of more than 127 employees, dedicated to the highest standards of product quality, safety and service.

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. BIC Graphic USA sells exclusively through distributors of promotional products/advertising specialties. Established in 1969 under the name BIC Special Markets Division, BIC Graphic USA now offers a wide variety of high-quality, innovative custom-imprinted writing instruments and complementary products including flashlights, adhesive notes and paper products, magnets, mouse pads, notebooks, key rings and new Atchison by BIC totes, bags, coolers, backpacks, padfolios and jotters. All products from BIC Graphic USA are imprinted with the highest quality and the utmost attention to detail. Customer service is also a cornerstone of BIC Graphic USA. Products are backed by services and programs that lead the industry. Visit BIC Graphic USA at [www.bicgraphic.com](http://www.bicgraphic.com).

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