



**GRAPHIC
USA**



FOR IMMEDIATE RELEASE

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BIC GRAPHIC USA PARTNERS WITH ASIAN SOURCING LINK

Clearwater, FL – January 11, 2008 – On January 1, 2008, BIC Graphic USA announced an exclusive partnership with Asian Sourcing Link (ASL), a supply chain management team in Asia with over 20 years experience in the promotional products business. This partnership is exclusive within the promotional products channel in both North America and Europe. ASL will become an integral part of BIC Graphic USA's New Product Development and Category Development by maintaining BIC Graphic USA's commitment to product safety and compliance with international safety standards.

Headquartered in Hong Kong, ASL's founding Directors are the former owners of Marlow International, previously one of the leading global promotional product suppliers. ASL has sourcing offices in Hong Kong, Shenzhen and Shanghai with extensive experience in managing production in Asia for some of the world's leading corporations. ASL has expertise in multiple product categories and longstanding relationships with a huge database of factories in China.

"The core values of BIC have always been product safety, quality and social responsibility. These are areas of expertise for ASL, which makes them a valuable business partner," said Jason Miller, Director, Global Graphic Business Development. "In 2008, BIC Graphic USA introduced more than 100 different new products to help satisfy customer demand for variety and value. As we continue to enter different product categories and develop new products, our customers can be confident that our products comply with all relevant product safety standards and regulations, as well as the most stringent international standards. Therefore, it was essential for us to increase our support system in Asia with a Company whose values are aligned closely with ours."

BIC Graphic USA will now have more than 60 ASL employees across Asia who are focusing on continued product safety and quality control on all orders, as well as new product development.

"My team and I are delighted to be appointed to manage the supply chain of one of the world's leading brands," said Alec Pettigrew, C.E.O. of ASL. "To be able to work with BIC Graphic and manage their sourcing and support new product development is hugely exciting. Our expertise in this arena, combined with BIC's strength in sales, marketing and distribution make this a perfect match."

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.

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