



ATCHISON®

**FOR IMMEDIATE RELEASE**

Contact: Jack Teague  
President  
BIC Group Graphic

Dolly Duffy  
Chief Executive Officer  
Atchison Products, Inc.

**BIC GRAPHIC USA TO ACQUIRE ATCHISON PRODUCTS, INC.**

Clearwater, FL – August 17, 2007 – BIC Graphic USA announced that it has signed a definitive agreement to purchase Atchison Products, Inc., a supplier of promotional totes, bags, coolers and backpacks. The acquisition is expected to be completed by the end of August 2007.

“The imprinted bag segment offers tremendous growth opportunity,” said Jack Teague, president of BIC Group Graphic. “Through its innovative and unique designs, offered at attractive price points, Atchison Products has established itself as one of the leaders in the promotional bags market. In fact, Atchison Products was recognized by the Promotional Products Association International (PPAI) as a 2007 Star Award Winner for highest supplier performance in its revenue category.”

“We’re excited to make this announcement today, as it is very positive news for both Atchison Products and the Atchison community,” said Dolly Duffy, chief executive officer of Atchison Products, Inc. Dan Fangman, president of Atchison Products, Inc., added, “BIC Graphic USA, with its experience and industry leadership, provides an opportunity to significantly grow the Atchison brand, creating a platform to reach the entire promotional products industry with our high-quality products.”

Following completion of the acquisition, Atchison Chief Executive Officer Dolly Duffy and President Dan Fangman will remain with the Company, and operations will remain in Atchison, Kansas.

Atchison Products, Inc., headquartered in Atchison, Kansas, was founded in 1908 under the original name of Atchison Leather Products. The Company, which posted sales in 2006 of approximately \$15 million, has approximately 125 employees and is focused on providing products designed with style, value, and lasting quality. The product line, which is currently marketed throughout the USA, is available exclusively through promotional products distributors. Atchison Products is an active member of Promotional Products Association International (PPAI) and a supplier subscriber to the Advertising Specialty Institute (ASI). Visit Atchison Products at [www.atchisonbags.com](http://www.atchisonbags.com).

Founded in 1978, BIC Graphic USA (ASI 40480, PPAI 114147) is a leading supplier to the promotional products industry. Its facilities, located in Clearwater and St. Petersburg, Florida, manufacture, assemble, print and package BIC®, Sheaffer®, and Solis by BIC® products. BIC Graphic USA is a division of BIC USA Inc., headquartered in Milford, Connecticut. BIC Corporation ([www.bicworld.com](http://www.bicworld.com)) is a leading distributor of stationery products, lighters and shavers. Since its founding more than 50 years ago, 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 today. Visit BIC Graphic USA at [www.bicgraphic.com](http://www.bicgraphic.com).

###