

# NEWS



## **FOR IMMEDIATE RELEASE**

### **BIC's COMMITMENT TO DISTRIBUTOR PARTNERSHIPS NO MID-YEAR PRICE INCREASES!**

Clearwater, FL – June 04, 2008 - As 2008 reaches its midpoint, the promotional products industry is dealing with a very competitive and inflationary marketplace. BIC Graphic USA (BGU) recognizes and respects the relationship our distributors have with their customers, and the annual pricing commitments distributors have made as part of their business plan.

As part of our commitment to our customers, BGU is announcing that established prices will be held through the remainder of 2008.

To assist distributors in their sales efforts, BGU is launching a new “Stretch Your Dollar” promotion during the 3<sup>rd</sup> quarter featuring over 15 items for less than \$1 and is also offering distributor imprint sample offers at up to 35% off end quantity pricing. Additionally, product inventory will be increased across all categories, ensuring on-time order delivery and the satisfaction of the customer. During these challenging economic times, BGU hopes you find these value-priced items and sample offers to be helpful sales tools.

Partnership is defined as working together to achieve common goals, and BIC Graphic USA will continue to work to achieve mutual success.

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, pad folios 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)