



For Immediate Release

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BIC Graphic USA Completes Acquisition of Norwood Promotional Products

July 6, 2009 - BIC Graphic USA today announced that it has completed the acquisition of Norwood Promotional Products. The newly formed subsidiary will conduct business as Norwood Promotional Products LLC, a wholly-owned subsidiary of BIC USA Inc.

Total consideration for the acquisition is \$125 million plus approximately \$37.5 million in assumed liabilities.

"Norwood and BIC are similarly aligned in mission, values, and culture," said Paul Lage, President of Norwood. "We look forward to the new opportunities afforded by their ownership. These are exciting times."

BIC Graphic Group General Manager, Nicolas Paillot, added: "The promotional products industry has a great future. We're confident that the BIC Graphic USA and Norwood employees will work diligently to offer unparalleled quality and service to our customers and carry on the proud tradition of both companies."

About Norwood:

Norwood Promotional Products is an industry leading supplier of imprinted promotional products. The company offers nearly 5,000 products and is a market leader in several of the industry's major product categories. Norwood also offers hundreds of products on 24-Hour service at no extra charge. Representing the best of:

*Automotive, Tools & Flashlights • Awards, Recognition & Gifts • Bags, Meeting & Outdoor
Calendars, Planners & Diaries • Drinkware & Housewares • Golf, Sports & Fun
Health, Wellness & Safety • Office, Magnets & Badge Holders • Writing Instruments*

For more information about Norwood Promotional Products visit the company's Internet site at www.norwood.com.

About BIC Graphic USA:

BIC Graphic USA, a division of BIC USA Inc., is a leading, world-class supplier of custom-imprinted products for the promotional products industry. Visit BIC Graphic's USA website at www.bicgraphic.com.

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