



FOR IMMEDIATE RELEASE

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Jack Teague, BIC Graphic USA General Manager, Announces Retirement

Clearwater, FL – February 6, 2009 – After more than 30 years with BIC, Jack Teague, general manager of BIC Graphic USA, announced his retirement effective March 1, 2009. Teague will continue to work on special projects related to the Graphic business, representing the Company at trade shows, industry events and local community organizations through September 2010.

Teague has had a successful career with BIC involving sales positions in the USA and Canada prior to being appointed general manager of BIC Graphic in 1993. Commenting on Teague's retirement, Nicolas Paillot, general manager of BIC Graphic Group, stated, "As an organization, we will all miss Jack's leadership, passion and caring for the business and its employees."

Nicolas Paillot was appointed general manager, BIC Graphic Group on September 1, 2008, assuming global responsibility for BIC Graphic. Following the new global structure, Marc Rugi has been appointed general manager of sales and marketing for BIC Graphic Group with global responsibility for these disciplines. Rugi's new role also includes direct responsibility for BIC Graphic USA.

During his retirement announcement to the BIC Graphic USA management team, Teague expressed his appreciation to the people he has worked with throughout his career and his confidence in the new management team. "I am fortunate to have worked with such a talented group of people. Their support of BIC's vision, values and focus on the customer will continue to position the Company for growth and future 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, USB drives and 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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