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**Florida Governor, Charlie Crist, Visits BIC Graphic USA**

Clearwater, FL – 20-JUL-2009 – On July 14, 2009, BIC Graphic USA was host to Florida Governor Charlie Crist. The primary purpose of the visit was for Governor Crist to gain a better understanding of the promotional products industry, to tour the BIC facility and to meet BIC Graphic employees.

During his visit, there was a major focus on discussing legislation that could threaten the livelihood of the promotional products industry. This legislation defines these items as extravagant gifts, rather than the effective, low-cost advertising vehicle these products truly represent. “Our goal was to educate the Governor on our industry and give him a first-hand look at promotional products and their value as a low-cost, effective marketing tool. They are an essential part of the marketing mix, specifically for small businesses. This was the core of our message to the Governor,” commented Lori Bauer, trade marketing manager for BIC Graphic North America.

Governor Crist also hosted a roundtable discussion with BIC and other local business leaders to discuss current economic conditions and what he could do to support growth. “During the roundtable meeting, BIC managers highlighted the issues surrounding potential bans of promotional products across the country as well as keeping jobs in Florida. Promotional products revenue in the state of Florida alone represents over \$500 million,” stated David Saracino, director of sales for BIC Graphic North America.

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](http://www.bicgraphic.com).

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