



FOR IMMEDIATE RELEASE

Contact: Jack Teague
President
BIC Group Graphic

BIC GRAPHIC USA COMPLETES INTEGRATION OF ATCHISON PRODUCTS, INC.

Clearwater, FL – January 9, 2008 – On August 31, 2007, BIC Graphic USA acquired Atchison Products, Inc., a supplier of promotional totes, bags, coolers, and backpacks. Today BIC Graphic USA announced the successful integration of Atchison, now rebranded Atchison by BIC.

Atchison by BIC customers can now contact BIC Graphic USA for all their promotional product needs. Customers can speak with a live customer service representative Monday through Friday, 8 a.m. to 11 p.m. EST by calling 1-88-THINK-BIC. The Atchison by BIC product line can be viewed at www.bicgraphic.com. Orders should be faxed to 1-800-753-5690 or emailed to customerservice@bicgraphic.com.

“We’re excited to make this announcement today, as it is very positive news for both BIC and Atchison customers. Our main goals during the integration process were simplicity and a smooth transition with continued, uninterrupted customer service and that is exactly what we feel we have achieved for our customers,” said Jack Teague, president, BIC Group Graphic.

As of January 1, 2008, BIC has incorporated Atchison by BIC into its all-inclusive catalog, website, and marketing programs. With the addition of Atchison, the BIC Graphic team has decades of experience, industry leadership and a focus on providing products designed with style, value, quality and product safety in mind.

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, 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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