

Quality ^{and} ~~or~~ Value



EXCLUSIVELY



L I G H T E R



vs. the next leading brand*

BIC Lighter Consumer Movement Report – Jan-10

Information Resources, Inc. (All Scan), 52 weeks ending December 13, 2009

Projection to 144,875 total C-Stores (55,308 Chain, 89,567 Independent)

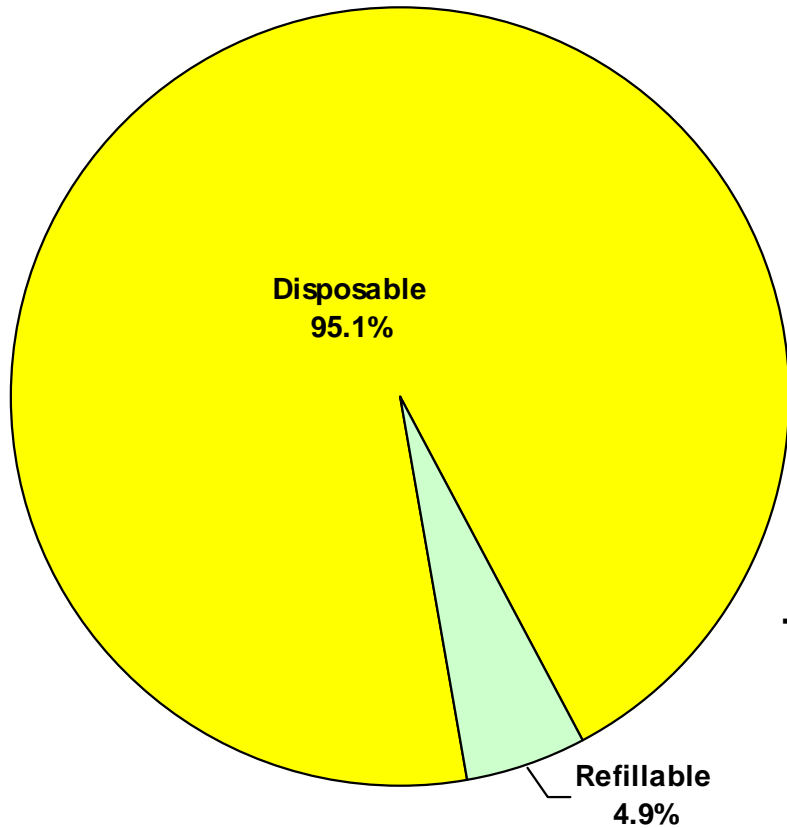
C-Store Summary

- BIC is America's #1 Lighter with 84.9% dollar share in Total Disposable pocket lighter
- BIC is the category commander, growing strong while imports and refillables continue to plummet. **Consumers choose BIC:**
 - *BIC is up +1.9% in Dollar Sales vs. year ago.*
 - *BIC has the Top 3 Lighter Brands in Convenience, all exceeding category growth.*
 - *Special Edition is fueling BIC growth, up +14.5%.*
 - *Non-BIC Disposable Lighters are down -13.1%.*
 - *Refillable Lighters continue to drop at retail, down -14.1%*
 - *BIC Value-Added up +5.8%, accounting for 30.3% of BIC retail sales.*

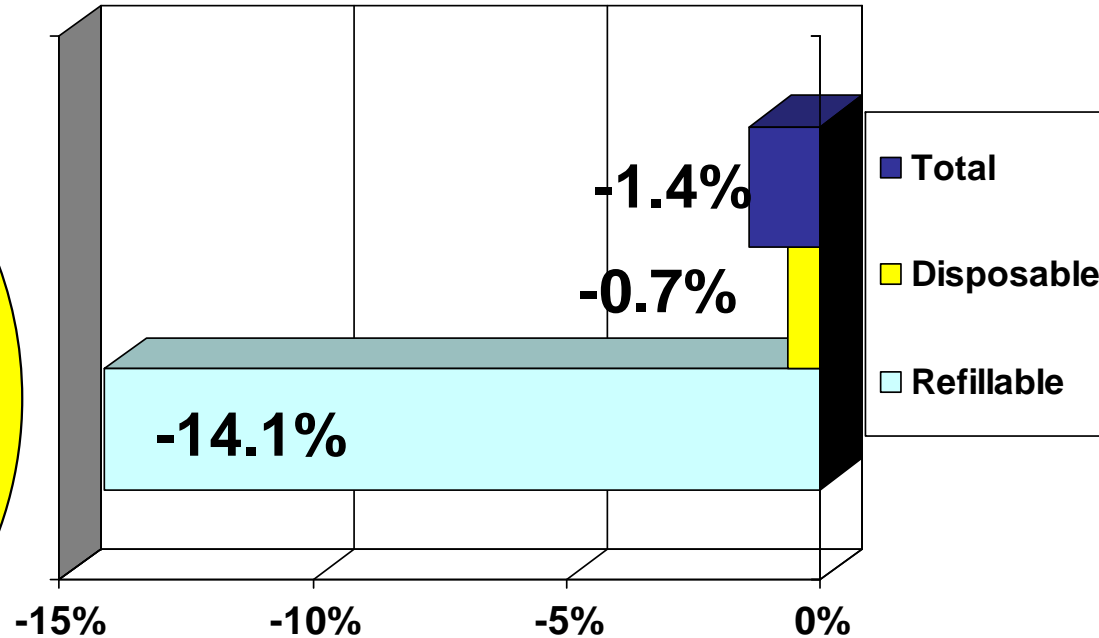
Total US Convenience Pocket Lighter Segment Share

Information Resources, Inc., 52 weeks ending December 13, 2009

Dollar Share



Dollar Growth Trend

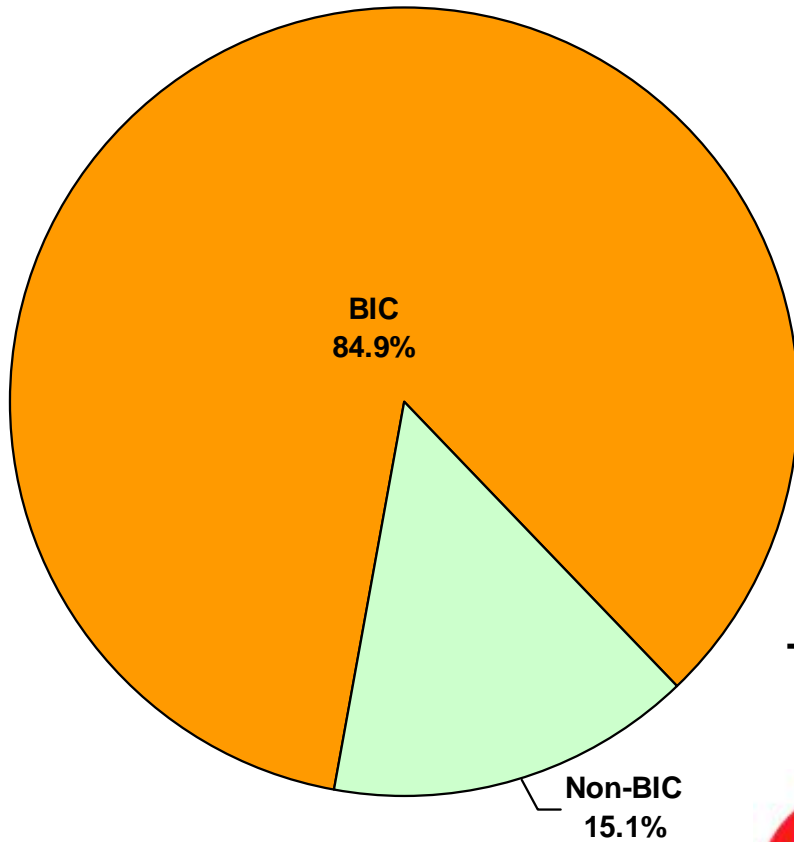


**Refillable Lighters not in
demand at retail**

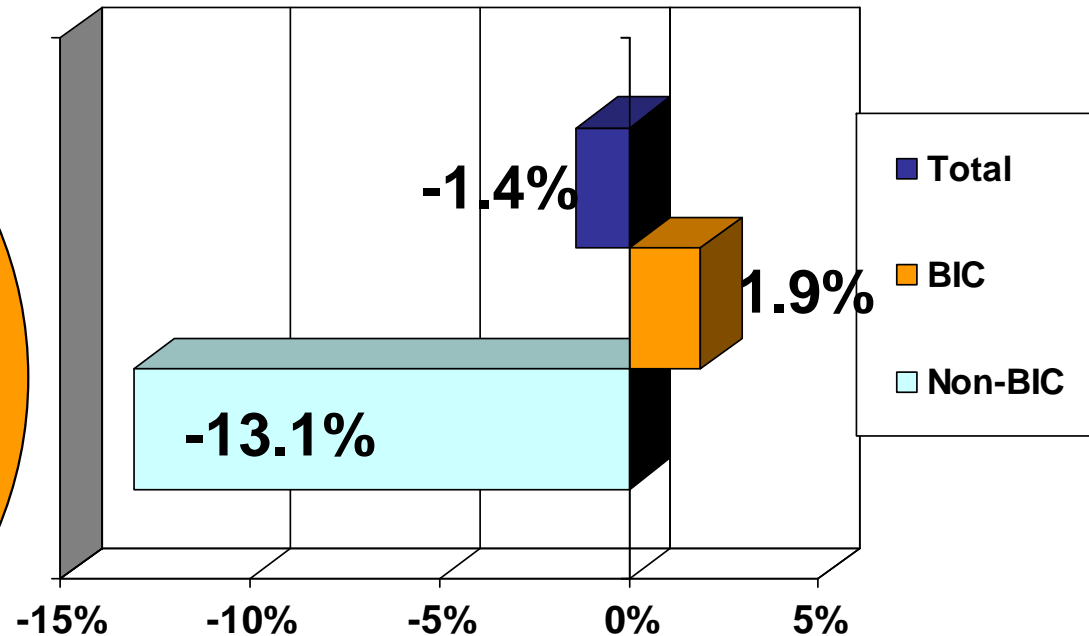
Total US Convenience Disposable Pocket Lighter

Information Resources, Inc., 52 weeks ending December 13, 2009

Dollar Share



Dollar Growth Trend



Consumers prefer BIC



vs. the next leading brand*

Total U.S. Convenience Store Disposable Pocket Lighter

Information Resources, Inc., 52 weeks ending December 13, 2009

Brand Ranking \ Performance

	<u>Dollar Sales</u>	<u>Dollar Sales</u> <u>% Chg vs.</u> <u>Yr Ago</u>
<i>Disposable Pocket Lighter</i>	\$ 388,888,900	-0.7%
1) BIC Classic	\$ 162,105,900	+2.4%
2) BIC Mini	\$ 71,443,700	+2.0%
3) BIC Special Edition	\$ 66,796,220	+14.5%
All Other NON BIC	\$ 58,647,770	-13.1%

- BIC Lighter Brands are the Top 3 brands, all exceeding category growth.
- BIC Special Edition (Designer Wrapped) posts gains of 15%.

Top 20 Disposable Pocket Lighter Vendors U.S. Convenience Retail Sales

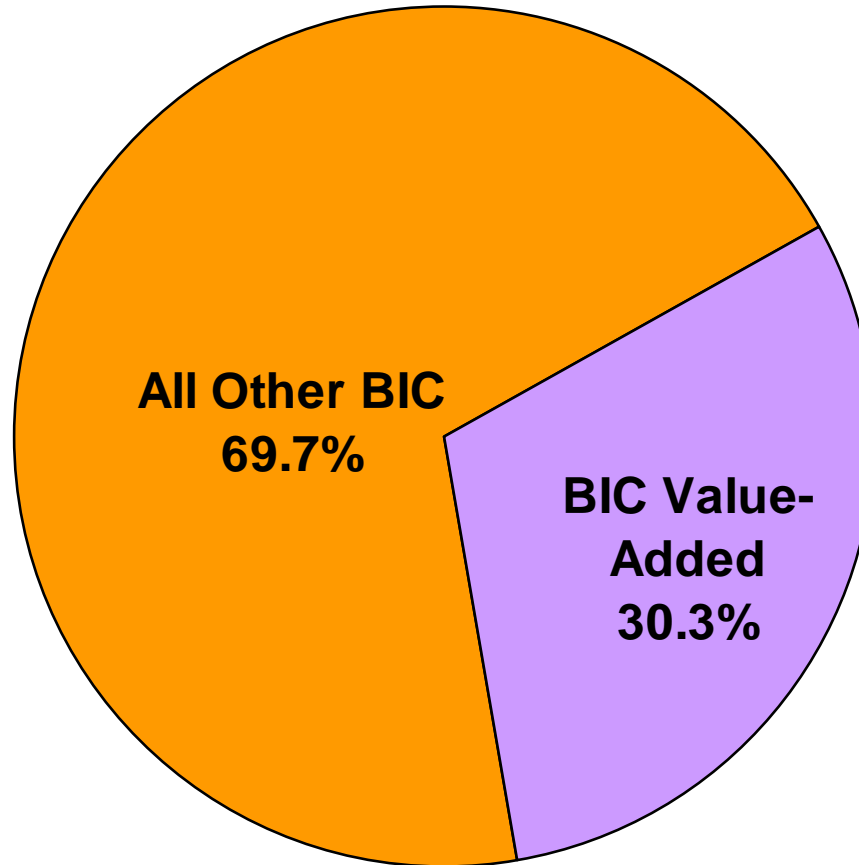
Current 52 Weeks ending Dec 13, 2009

	Dollar Sales	Dollar Sales % Chg vs YrAgo	Dollar Share of Type	Volume Sales	Volume Sales % Chg vs YrAgo	Volume Share of Type	Avg Price per Package	
	<i>Pocket Non Refillable</i>	\$ 388,888,900	-0.7%	100.0%	304,081,600	-4.7%	100.0%	\$ 1.28
1	BIC Corp Pkt NRfl	\$ 330,189,100	1.9%	84.9%	236,875,300	-1.2%	77.9%	\$ 1.40
2	Playa Del Rey Sunglasses Pkt NRfl	\$ 10,651,160	37.5%	2.7%	12,940,540	31.4%	4.3%	\$ 0.82
3	Novelty Distributors Pkt NRfl	\$ 7,196,173	-13.5%	1.9%	7,708,828	-11.4%	2.5%	\$ 0.93
4	Calico/Honson Pkt NRfl	\$ 5,204,813	16.3%	1.3%	6,150,838	17.3%	2.0%	\$ 0.85
5	Nbsp Inc Pkt NRfl	\$ 5,091,006	134.5%	1.3%	4,012,247	84.1%	1.3%	\$ 1.27
6	Flamagas S.A. Pkt NRfl	\$ 4,996,885	6.8%	1.3%	4,169,412	7.2%	1.4%	\$ 1.20
7	New York Lighter Company Inc Pkt NRfl	\$ 4,849,805	-43.2%	1.2%	5,307,649	-50.0%	1.7%	\$ 0.91
8	Mountain View Marketing Inc. Pkt NRfl	\$ 3,690,258	4.0%	0.9%	6,473,462	1.9%	2.1%	\$ 0.57
9	Scripto Pkt NRfl	\$ 2,547,833	15.6%	0.7%	3,117,521	7.3%	1.0%	\$ 0.85
10	All Others Pkt NRfl	\$ 1,733,282	-58.3%	0.4%	2,218,582	-49.1%	0.7%	\$ 0.78
11	Lucky Sales Inc Pkt NRfl	\$ 1,684,231	86.1%	0.4%	1,950,040	87.2%	0.6%	\$ 0.86
12	Ace Products Usa Inc Pkt NRfl	\$ 1,362,506	-21.3%	0.4%	1,725,186	-21.3%	0.6%	\$ 0.79
13	Cb Distributors Inc. Pkt NRfl	\$ 1,282,503	1.5%	0.3%	1,954,563	-3.4%	0.6%	\$ 0.66
14	R & B Sales Pkt NRfl	\$ 938,878	-49.8%	0.2%	626,055	-60.5%	0.2%	\$ 1.50
15	Golden Spring Co Pkt NRfl	\$ 865,070	-59.1%	0.2%	1,193,370	-50.3%	0.4%	\$ 0.72
16	Private Label Pkt NRfl	\$ 821,078	-9.9%	0.2%	902,666	-25.1%	0.3%	\$ 0.91
17	Mana Distribution Pkt NRfl	\$ 791,590	-30.2%	0.2%	987,131	-28.9%	0.3%	\$ 0.80
18	A-Liter Inc Pkt NRfl	\$ 733,686	-11.4%	0.2%	1,157,869	12.3%	0.4%	\$ 0.63
19	Cmax International Inc Pkt NRfl	\$ 570,442	-42.5%	0.1%	768,701	-40.5%	0.3%	\$ 0.74
20	La Lighter Inc Pkt NRfl	\$ 520,371	-55.6%	0.1%	445,397	-58.7%	0.1%	\$ 1.17

Total U.S. Convenience Store BIC Pocket Lighter Retail Sales

Information Resources, Inc., 52 weeks ending December 13, 2009

**Value-Added
comprised of
Special Edition,
Royalty Series,
Cases and
Electronic**



***Growing
+5.8% vs.
year ago.***