

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 & 12 weeks ending January 10, 2010

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

C-Store Summary (52 Weeks)

- BIC is America's #1 Lighter with 85.0% 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 +2.1% 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 +13.9%.*
 - *Non-BIC Disposable Lighters are down -11.2%.*
 - *Refillable Lighters continue to drop at retail, down -10.9%*
 - *BIC Value-Added up +5.8%, accounting for 30.3% of BIC retail sales.*

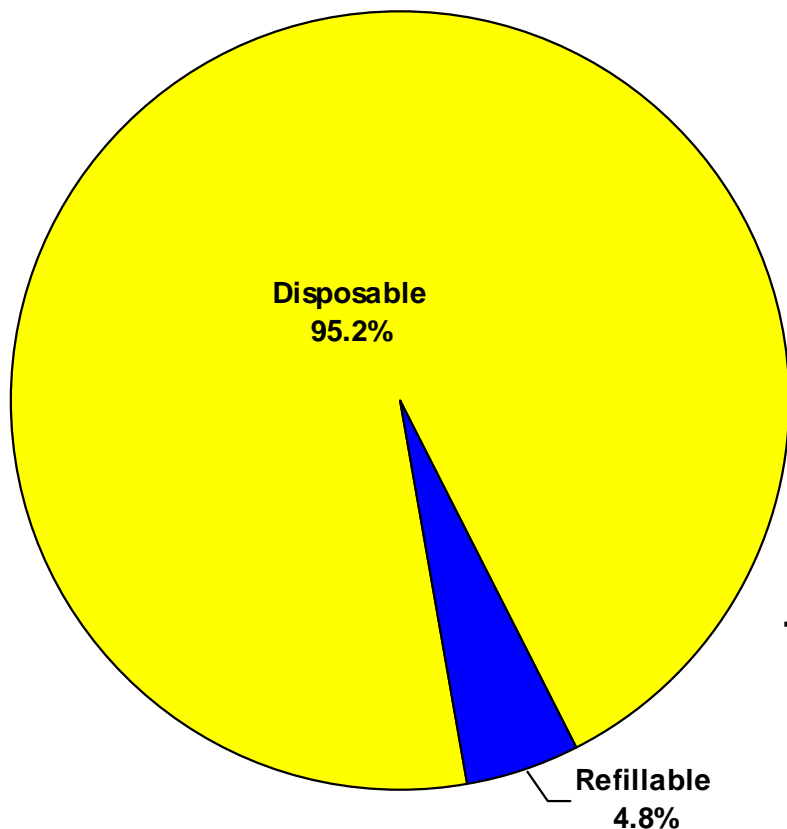
C-Store Summary (12 Weeks)

- BIC is America's #1 Lighter with 85.8% dollar share in Total Disposable pocket lighter
- Recent weeks show strong growth for BIC and Disposable Lighter Segment:
 - *BIC is up +6.1% in Dollar Sales vs. year ago.*
 - *BIC's top 3 Brands all growing: Classic up +8.0%, Mini up +5.5% and Special Edition up +14.5%*
 - *BIC Value-Added up +11.4%, accounting for 30.3% of BIC retail sales*
 - *Non-BIC Disposable Lighters are down -2.2%.*
 - *Refillable Lighters continue to drop at retail, down -4.8%*

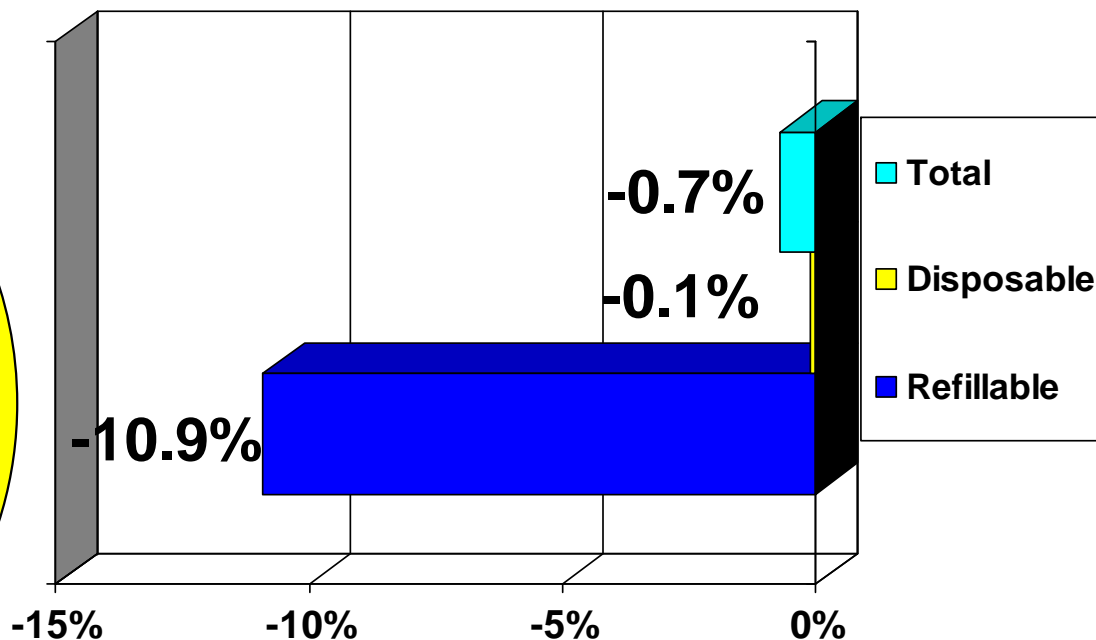
Total US Convenience Pocket Lighter Segment Share

Information Resources, Inc., 52 weeks ending January 10, 2010

Dollar Share



Dollar Growth Trend

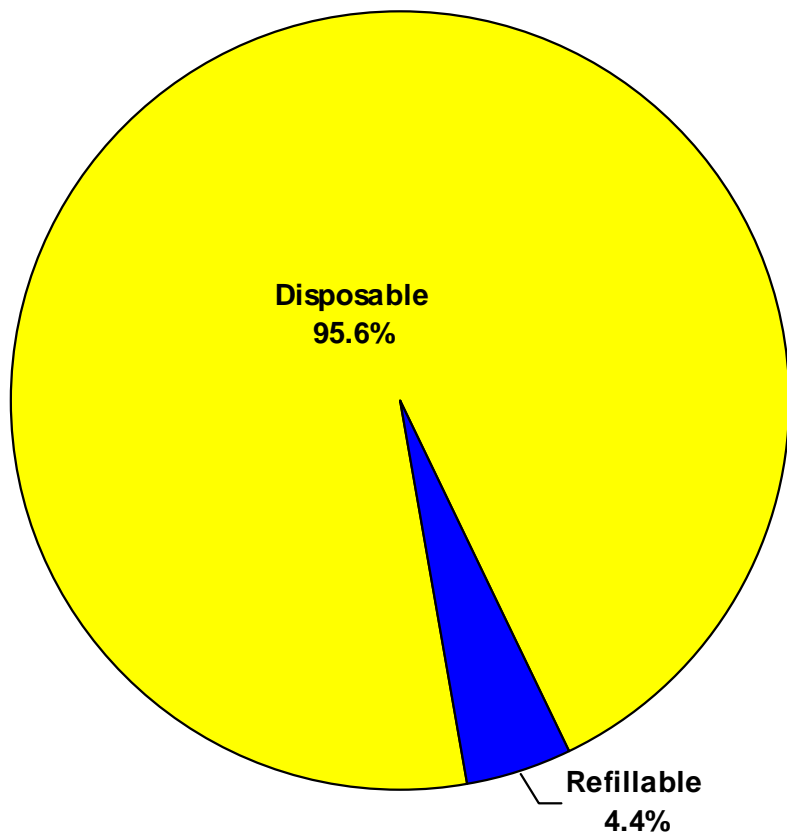


**Refillable Lighters not in
demand at retail**

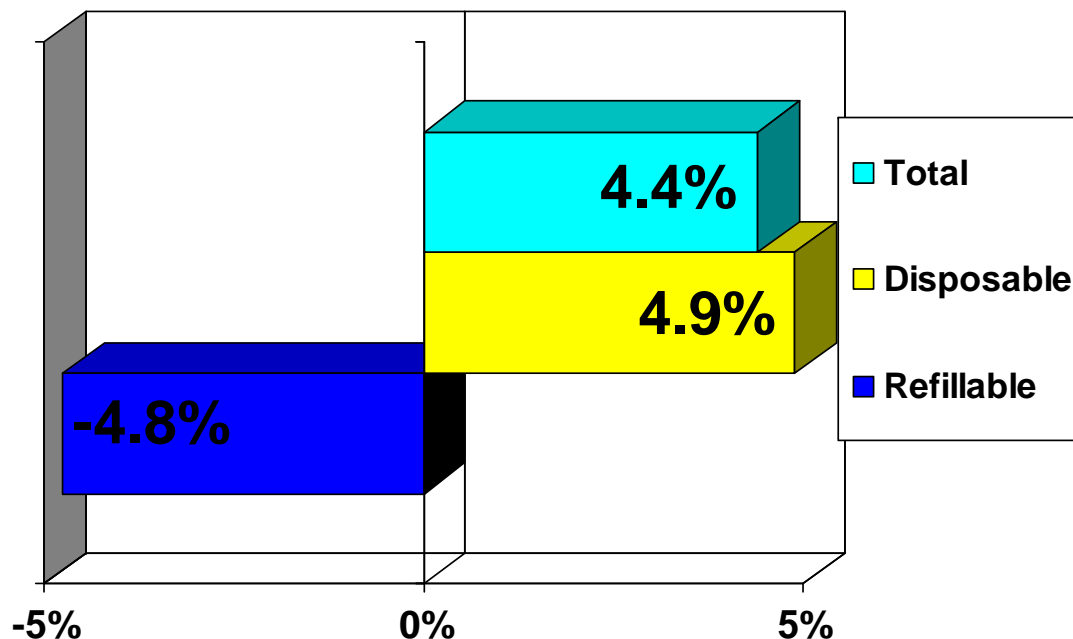
Total US Convenience Pocket Lighter Segment Share

Information Resources, Inc., 12 weeks ending January 10, 2010

Dollar Share



Dollar Growth Trend

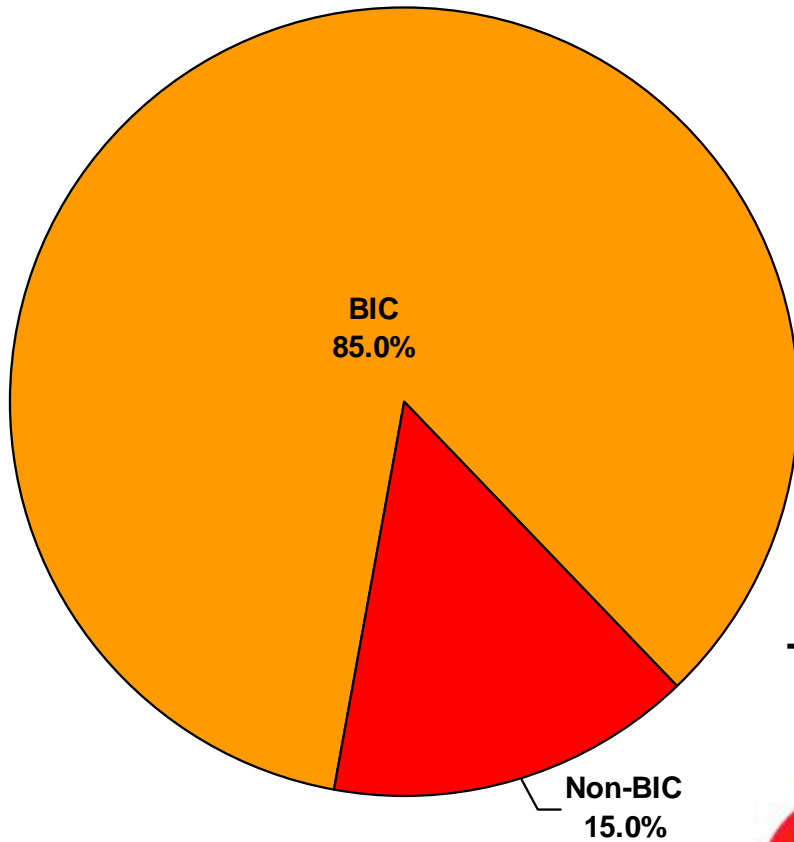


Lighter Category is growing

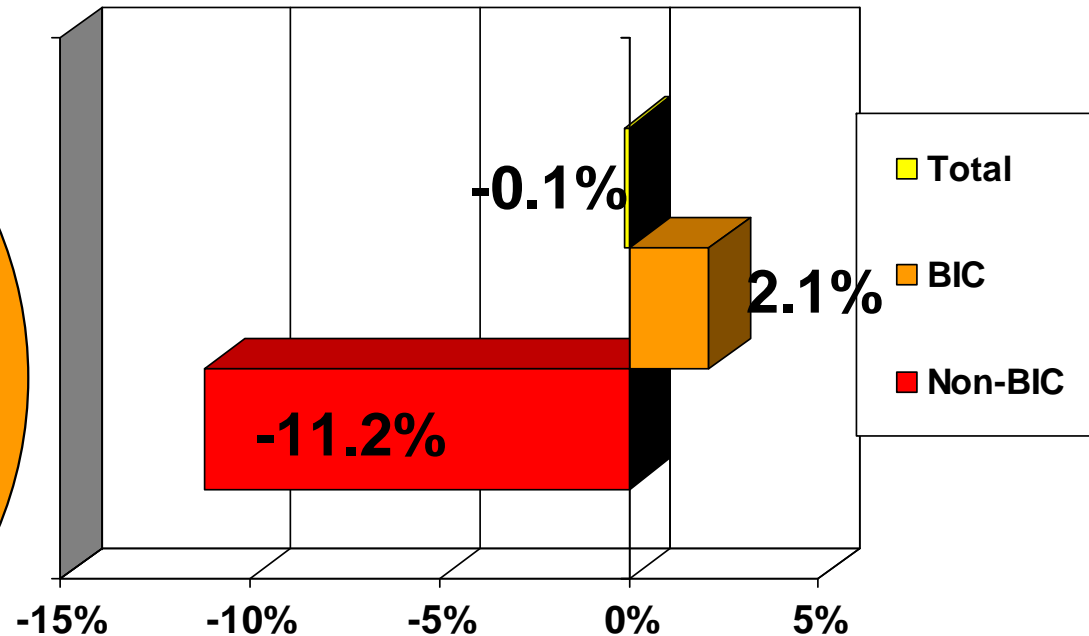
Total US Convenience Disposable Pocket Lighter

Information Resources, Inc., 52 weeks ending January 10, 2010

Dollar Share



Dollar Growth Trend



Consumers prefer BIC

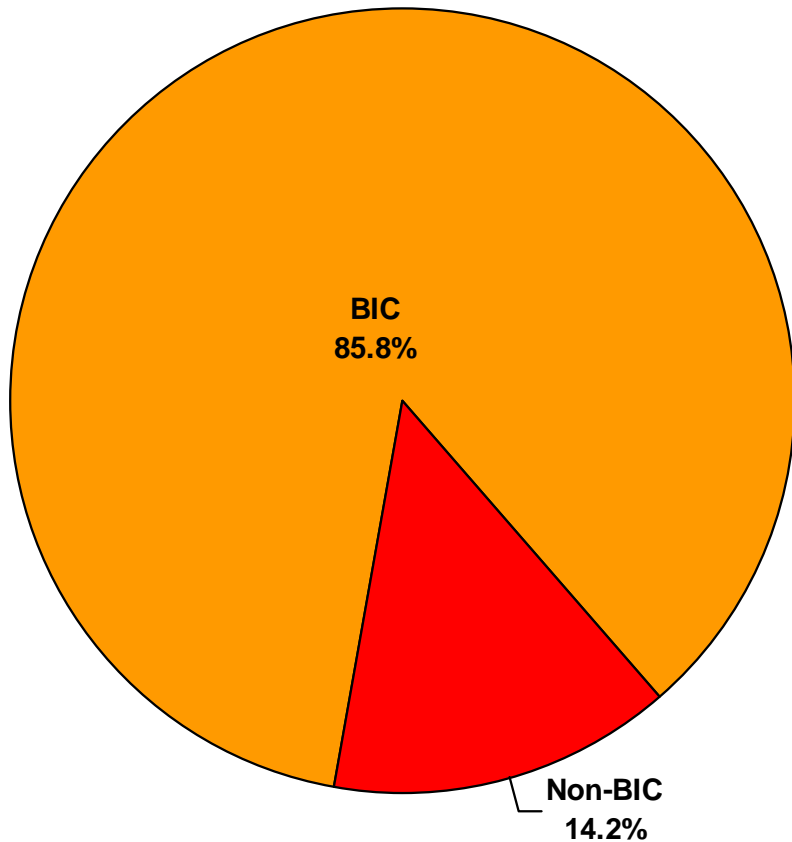


vs. the next leading brand*

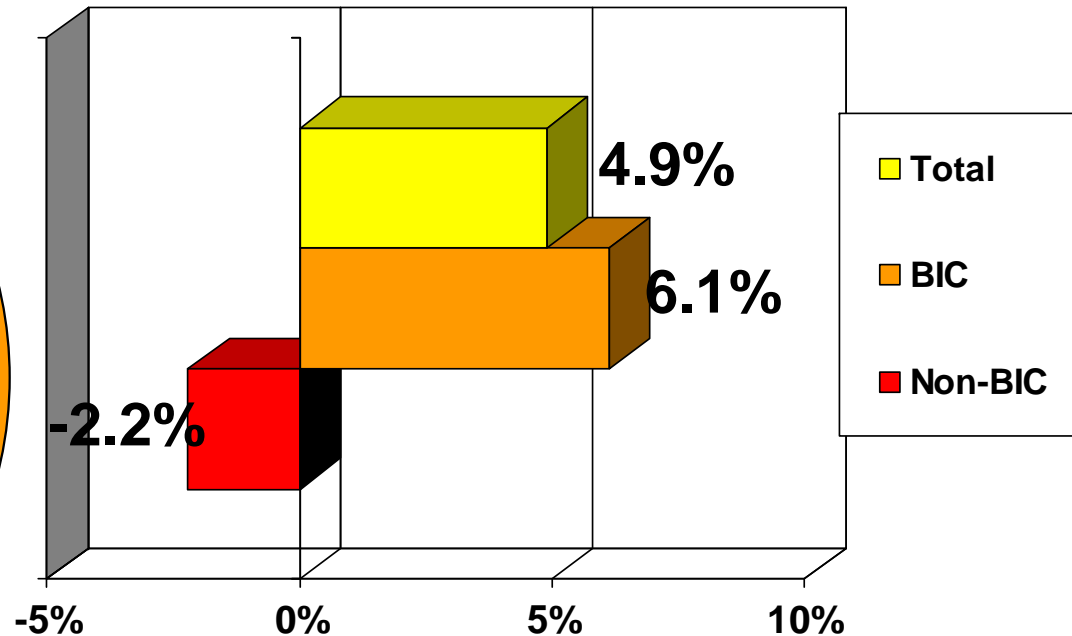
Total US Convenience Disposable Pocket Lighter

Information Resources, Inc., 12 weeks ending January 10, 2010

Dollar Share



Dollar Growth Trend



**BIC on the rise, driving
disposable growth**

Total US Convenience Store Disposable Pocket Lighter

Information Resources, Inc., 52 weeks ending January 10, 2010

Brand Ranking / Performance

	<u>Dollar Sales</u>	<u>Dollar Sales % Chg vs. Yr Ago</u>
<i>Disposable Pocket Lighter</i>	\$ 390,512,000	+0.1%
1) BIC Classic	\$ 163,058,800	+3.0%
2) BIC Mini	\$ 71,770,460	+2.3%
3) BIC Special Edition	\$ 67,404,040	+13.9%
All Other NON BIC	\$ 58,658,830	-11.2%

- BIC Lighter Brands are the Top 3 brands, all exceeding category growth.
- BIC Special Edition (Designer Wrapped) posts gains of 14%.

Total US Convenience Store Disposable Pocket Lighter

Information Resources, Inc., 12 weeks ending January 10, 2010

Brand Ranking / Performance

	<u>Dollar Sales</u>	<u>Dollar Sales</u> <u>% Chg vs.</u> <u>Yr Ago</u>
<i>Disposable Pocket Lighter</i>	\$ 90,549,050	+4.9%
1) BIC Classic	\$ 38,765,000	+8.0%
2) BIC Mini	\$ 16,468,880	+5.5%
3) BIC Special Edition	\$ 15,770,510	+14.5%
All Other NON BIC	\$ 12,859,170	-2.2%

- At 12 weeks, top 3 BIC brands showing strong signs of growth.
- BIC Special Edition (Designer Wrapped) posts gains of 15%.

Top 20 Disposable Pocket Lighter Vendors US Convenience Retail Sales

Current 52 Weeks ending Jan 10, 2010

		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>	\$ 390,512,000	-0.1%	100.0%	304,526,800	-4.1%	100.0%	\$ 1.29
1	BIC Corp Pkt NRfl	\$ 331,791,500	2.1%	85.0%	237,607,300	-1.0%	78.0%	\$ 1.40
2	Playa Del Rey Sunglasses Pkt NRfl	\$ 10,941,160	37.6%	2.8%	13,178,390	30.0%	4.3%	\$ 0.83
3	Novelty Distributors Pkt NRfl	\$ 7,358,084	-10.1%	1.9%	7,883,465	-7.9%	2.6%	\$ 0.93
4	Nbsp Inc Pkt NRfl	\$ 5,294,351	143.6%	1.4%	4,128,749	93.3%	1.4%	\$ 1.28
5	Calico/Honson Pkt NRfl	\$ 5,205,769	15.1%	1.3%	6,159,882	17.0%	2.0%	\$ 0.85
6	Flamagas S.A. Pkt NRfl	\$ 4,857,825	2.0%	1.2%	4,031,200	1.2%	1.3%	\$ 1.21
7	New York Lighter Company Inc Pkt NRfl	\$ 4,700,156	-42.6%	1.2%	5,110,198	-48.9%	1.7%	\$ 0.92
8	Mountain View Marketing Inc. Pkt NRfl	\$ 3,733,884	5.6%	1.0%	6,538,043	3.4%	2.1%	\$ 0.57
9	Scripto Pkt NRfl	\$ 2,512,949	13.4%	0.6%	3,071,769	5.4%	1.0%	\$ 0.85
10	All Others Pkt NRfl	\$ 1,748,574	-54.1%	0.4%	2,230,511	-43.3%	0.7%	\$ 0.78
11	Lucky Sales Inc Pkt NRfl	\$ 1,699,975	69.0%	0.4%	1,961,885	69.1%	0.6%	\$ 0.87
12	Ace Products Usa Inc Pkt NRfl	\$ 1,307,660	-23.2%	0.3%	1,675,122	-22.1%	0.6%	\$ 0.78
13	Cb Distributors Inc. Pkt NRfl	\$ 1,217,665	-5.9%	0.3%	1,844,206	-11.6%	0.6%	\$ 0.66
14	R & B Sales Pkt NRfl	\$ 899,262	-48.8%	0.2%	594,757	-59.4%	0.2%	\$ 1.51
15	Private Label Pkt NRfl	\$ 805,831	-9.7%	0.2%	876,176	-24.6%	0.3%	\$ 0.92
16	Mana Distribution Pkt NRfl	\$ 775,822	-28.6%	0.2%	969,567	-27.0%	0.3%	\$ 0.80
17	Golden Spring Co Pkt NRfl	\$ 775,216	-60.4%	0.2%	1,073,322	-52.6%	0.4%	\$ 0.72
18	A-Liter Inc Pkt NRfl	\$ 663,562	-28.1%	0.2%	1,088,879	-4.8%	0.4%	\$ 0.61
19	Cmax International Inc Pkt NRfl	\$ 555,939	-40.8%	0.1%	743,778	-39.6%	0.2%	\$ 0.75
20	La Lighter Inc Pkt NRfl	\$ 493,080	-52.8%	0.1%	420,013	-56.4%	0.1%	\$ 1.17

Top 20 Disposable Pocket Lighter Vendors US Convenience Retail Sales

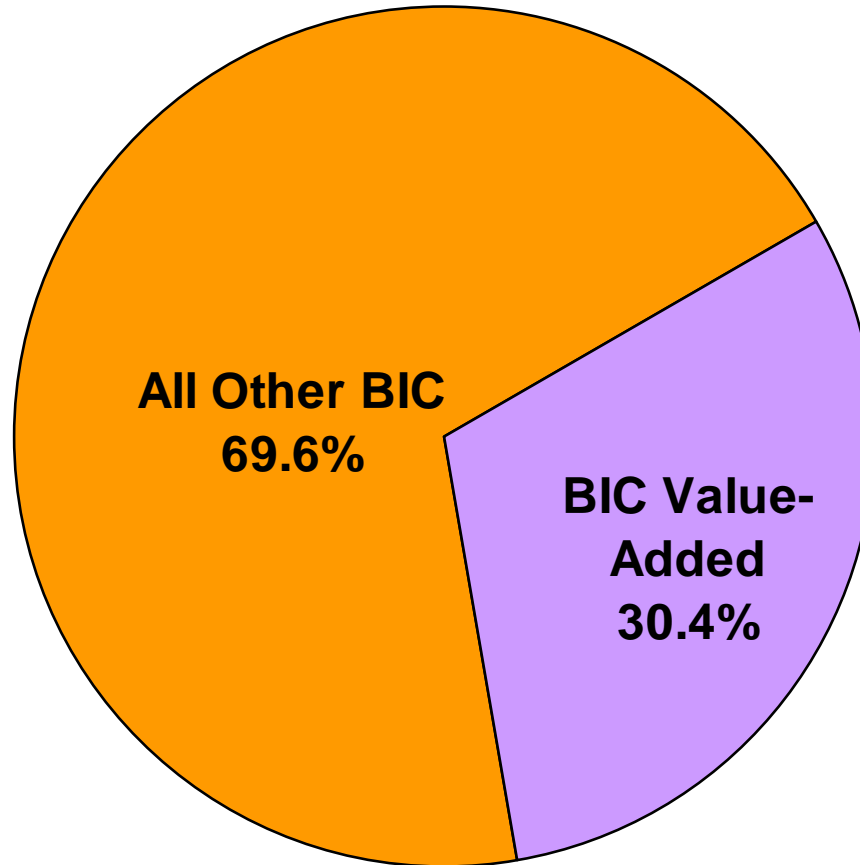
Current 12 Weeks ending Jan 10, 2010

		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>	\$ 90,549,050	4.9%	100.0%	70,241,700	1.3%	100.0%	\$ 1.29
1	BIC Corp Pkt NRfl	\$ 77,660,940	6.1%	85.8%	55,669,510	3.5%	79.3%	\$ 1.40
2	Playa Del Rey Sunglasses Pkt NRfl	\$ 2,929,688	42.0%	3.2%	3,438,991	28.5%	4.9%	\$ 0.85
3	Novelty Distributors Pkt NRfl	\$ 1,623,572	14.3%	1.8%	1,785,542	10.9%	2.5%	\$ 0.91
4	Nbsp Inc Pkt NRfl	\$ 1,267,250	126.3%	1.4%	932,325	79.8%	1.3%	\$ 1.36
5	Calico/Honson Pkt NRfl	\$ 1,163,437	10.5%	1.3%	1,372,023	13.9%	2.0%	\$ 0.85
6	Flamagas S.A. Pkt NRfl	\$ 1,032,324	-18.1%	1.1%	863,121	-21.2%	1.2%	\$ 1.20
7	New York Lighter Company Inc Pkt NRfl	\$ 979,199	-34.7%	1.1%	1,012,076	-40.0%	1.4%	\$ 0.97
8	Mountain View Marketing Inc. Pkt NRfl	\$ 882,782	24.3%	1.0%	1,523,770	22.5%	2.2%	\$ 0.58
9	Scripto Pkt NRfl	\$ 431,044	-13.3%	0.5%	531,549	-15.0%	0.8%	\$ 0.86
10	Lucky Sales Inc Pkt NRfl	\$ 426,499	31.6%	0.5%	455,788	19.4%	0.6%	\$ 0.94
11	All Others Pkt NRfl	\$ 379,154	13.9%	0.4%	461,156	6.8%	0.7%	\$ 0.82
12	Ace Products Usa Inc Pkt NRfl	\$ 214,379	-43.7%	0.2%	313,881	-31.5%	0.4%	\$ 0.68
13	R & B Sales Pkt NRfl	\$ 164,583	-49.4%	0.2%	100,941	-59.2%	0.1%	\$ 1.63
14	Cb Distributors Inc. Pkt NRfl	\$ 164,326	-51.9%	0.2%	245,351	-55.8%	0.3%	\$ 0.67
15	Private Label Pkt NRfl	\$ 160,614	-9.9%	0.2%	166,281	-23.3%	0.2%	\$ 0.97
16	Mana Distribution Pkt NRfl	\$ 136,853	-21.9%	0.2%	175,941	-21.1%	0.3%	\$ 0.78
17	A-Liter Inc Pkt NRfl	\$ 132,503	-54.2%	0.1%	407,281	15.1%	0.6%	\$ 0.33
18	Gibson Enterprises Inc Pkt NRfl	\$ 94,638	-13.1%	0.1%	55,138	-12.9%	0.1%	\$ 1.72
19	La Lighter Inc Pkt NRfl	\$ 79,631	-55.5%	0.1%	70,489	-57.7%	0.1%	\$ 1.13
20	Wing Sale Inc. Pkt NRfl	\$ 73,036	361.6%	0.1%	73,011	492.2%	0.1%	\$ 1.00

Total US Convenience Store BIC Pocket Lighter Retail Sales

Information Resources, Inc., 52 weeks ending January 10, 2010

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

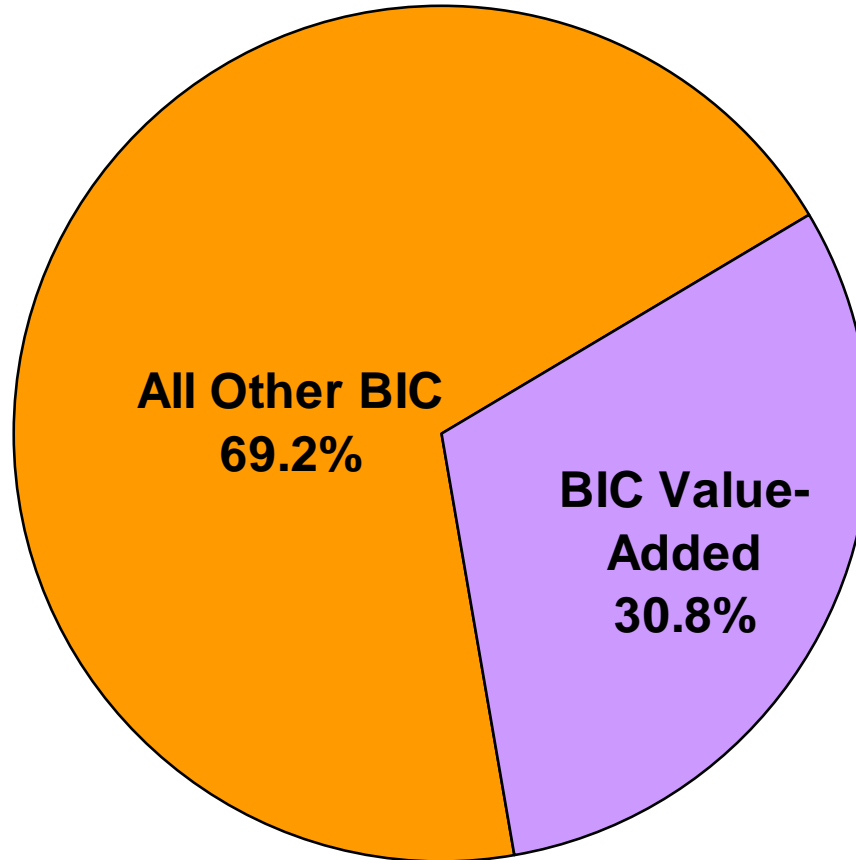


***Growing
+5.8% vs.
year ago.***

Total US Convenience Store BIC Pocket Lighter Retail Sales

Information Resources, Inc., 12 weeks ending January 10, 2010

**Value-Added
comprised of
Special Edition,
Royalty Series,
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***Growing
+11.4% vs.
year ago.***