



The BIC difference...
everything you need
to succeed.



vs. the next leading brand*

BIC Lighter Consumer Movement Report – Q1, 2009

Information Resources, Inc. (All Scan), 24 weeks ending March 8, 2009
Projection to 144,875 total C-Stores (55,308 Chain, 89,567 Independent)

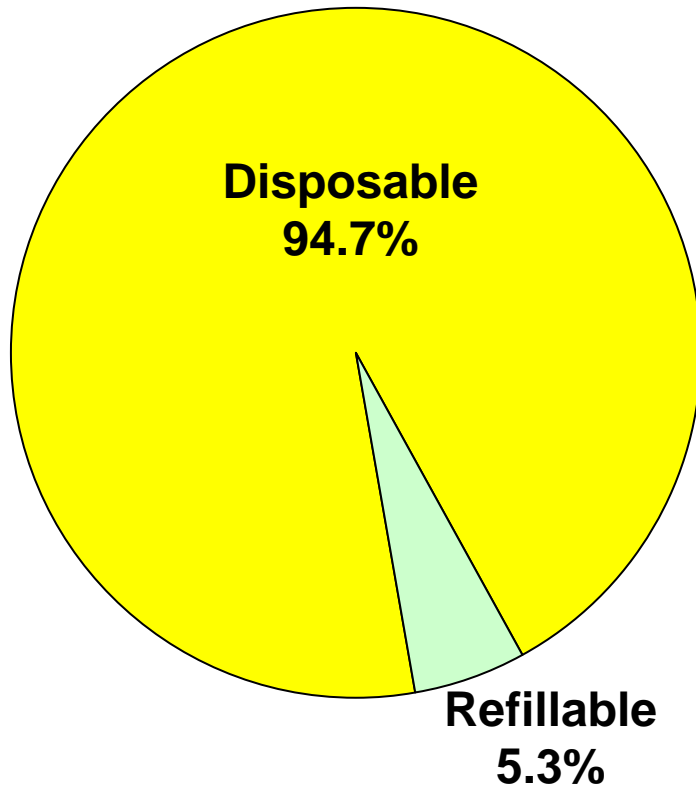
C-Store Summary

- BIC is America's #1 Lighter with 85.7% dollar share in Total Disposable.
- Consumers prefer quality and value during these times:
 - *BIC is up +3.2% in Dollar Sales vs. year ago.*
 - *BIC has the Top 3 Lighter Brands in Convenience.*
 - *Special Edition is fueling BIC growth, up +15.3%.*
 - *Cases are on the rise, up +14.1%.*
 - *Non-BIC Disposable Lighters are down -26.5%.*
 - *Refillable Lighters plummeting at retail, down -37.9%*
 - *BIC Value-Added up +8.7%, accounting for 29.2% of BIC retail sales.*

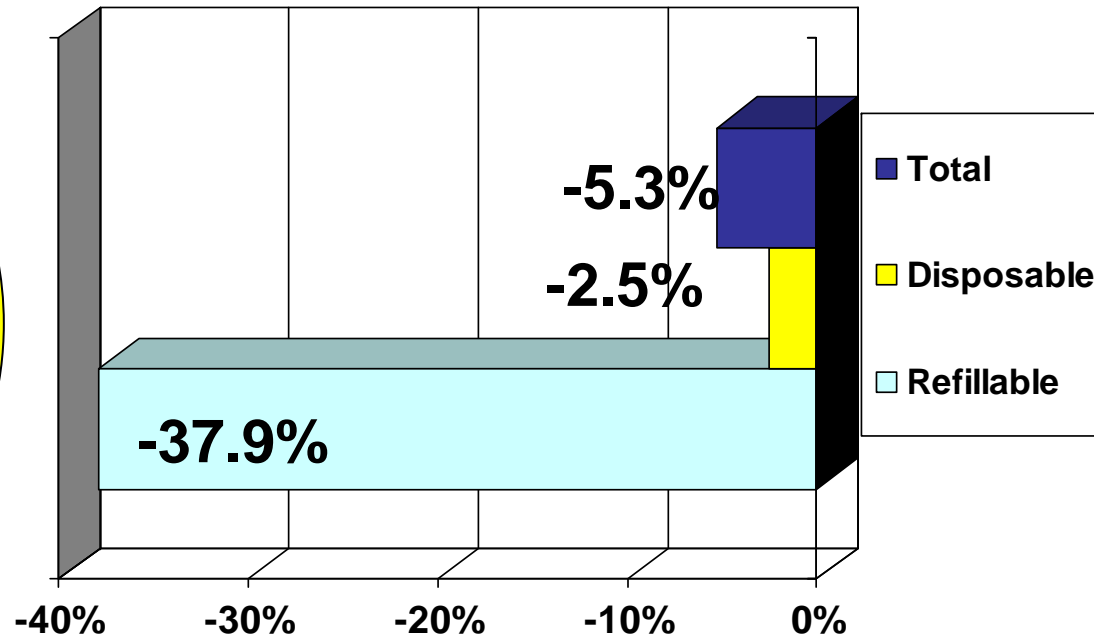
Total US Convenience Pocket Lighter Segment Share

Information Resources, Inc., 24 weeks ending March 8, 2009

Dollar Share



Dollar Growth Trend

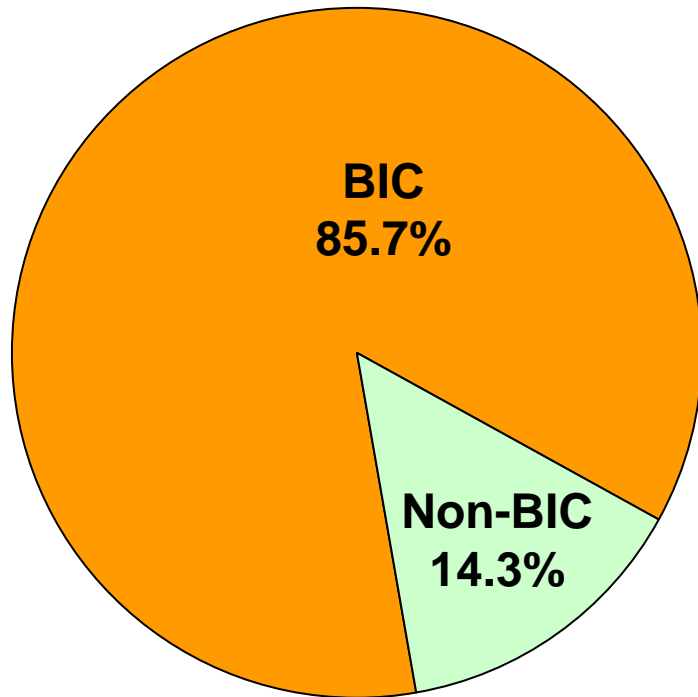


Refillable lighters aren't moving in Convenience

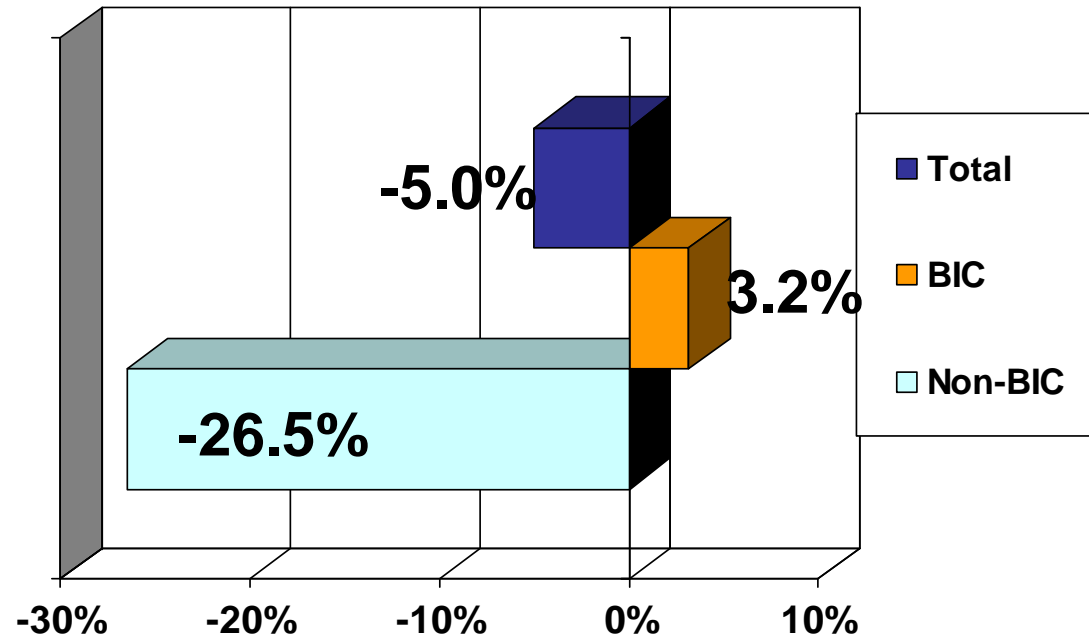
Total US Convenience Disposable Pocket Lighter

Information Resources, Inc., 24 weeks ending March 8, 2009

Dollar Share



Dollar Growth Trend



Consumers choose value



vs. the next leading brand*

Total U.S. Convenience Store Disposable Pocket Lighter

Information Resources, Inc., 24 weeks ending March 8, 2009

Brand Ranking \ Performance

	<u>Dollar Sales</u>	<u>Dollar Sales</u> <u>% Chg vs.</u> <u>Yr Ago</u>
<u>Disposable Pocket Lighter</u>	\$ 171,063,700	-2.5%
1) BIC Classic	\$ 72,000,160	+0.2%
2) BIC Mini	\$ 31,246,860	+3.5%
3) BIC Special Edition	\$ 28,096,410	+15.3%
BIC Cases	\$ 6,177,736	+14.1%
All Other NON BIC	\$ 24,498,140	-26.5%

- 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

US CONVENIENCE - RETAIL SALES

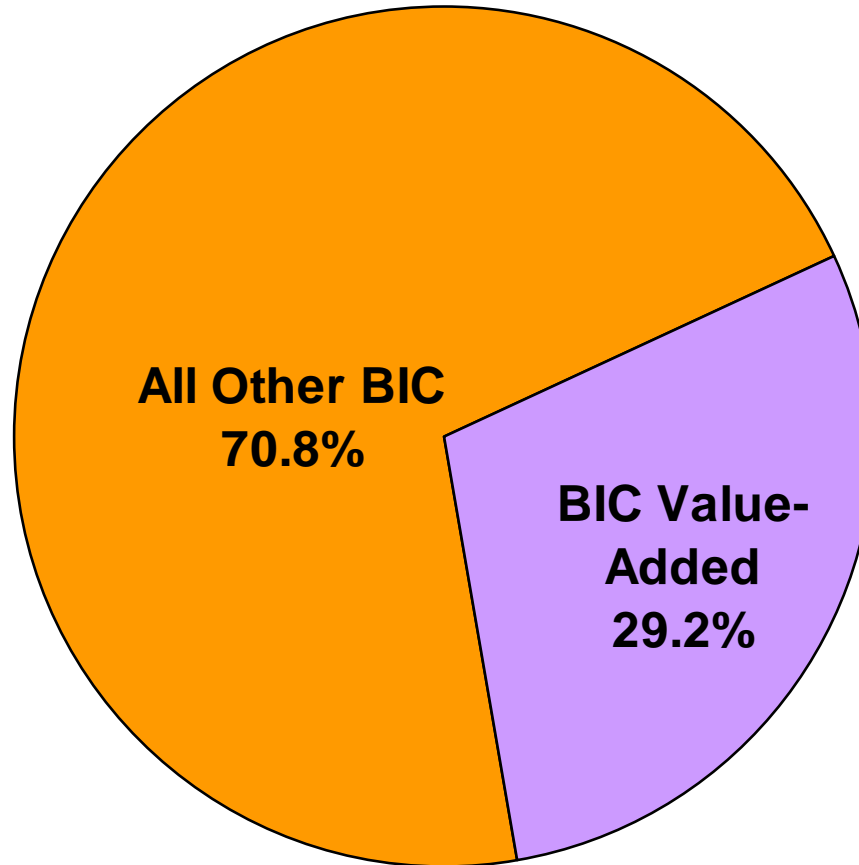
Current 24 Weeks ending Mar 8, 2009

	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>	\$ 171,063,700	-2.5%	100.0%	\$ 136,316,800	-7.0%	100.0%	\$ 1.26
1	BIC Corp Pkt NRfl	\$ 146,565,600	3.2%	85.7%	\$ 107,090,100	0.2%	78.6%	\$ 1.37
2	Playa Del Rey Sunglasses Pkt NRfl	\$ 4,206,514	47.2%	2.5%	\$ 5,325,873	46.0%	3.9%	\$ 0.79
3	New York Lighter Company Inc Pkt NRfl	\$ 3,004,889	-36.2%	1.8%	\$ 3,363,411	-47.0%	2.5%	\$ 0.89
4	Novelty Distributors Pkt NRfl	\$ 2,852,107	-25.5%	1.7%	\$ 3,255,966	-22.9%	2.4%	\$ 0.88
5	Flamagas S.A. Pkt NRfl	\$ 1,773,790	-7.4%	1.0%	\$ 1,523,488	-7.2%	1.1%	\$ 1.16
6	Mountain View Marketing Inc. Pkt NRfl	\$ 1,479,521	0.2%	0.9%	\$ 2,590,284	-3.5%	1.9%	\$ 0.57
7	Nbsp Inc Pkt NRfl	\$ 1,096,288	-1.4%	0.6%	\$ 992,738	-15.3%	0.7%	\$ 1.10
8	Calico/Honson Pkt NRfl	\$ 1,082,699	23.6%	0.6%	\$ 1,375,795	4.8%	1.0%	\$ 0.79
9	Scripto Pkt NRfl	\$ 1,013,463	14.2%	0.6%	\$ 1,268,880	6.1%	0.9%	\$ 0.82
10	Ace Products Usa Inc Pkt NRfl	\$ 732,769	-12.6%	0.4%	\$ 895,982	-17.8%	0.7%	\$ 0.82
11	All Others Pkt NRfl	\$ 701,941	-76.0%	0.4%	\$ 907,752	-70.4%	0.7%	\$ 0.77
12	Cb Distributors Inc. Pkt NRfl	\$ 679,792	49.5%	0.4%	\$ 1,099,052	61.7%	0.8%	\$ 0.62
13	Lucky Sales Inc Pkt NRfl	\$ 676,535	307.8%	0.4%	\$ 799,252	465.4%	0.6%	\$ 0.85
14	Golden Spring Co Pkt NRfl	\$ 667,111	-56.5%	0.4%	\$ 896,309	-45.6%	0.7%	\$ 0.74
15	Smi Pkt NRfl	\$ 647,301	-79.6%	0.4%	\$ 677,756	-81.5%	0.5%	\$ 0.96
16	R & B Sales Pkt NRfl	\$ 628,730	-26.4%	0.4%	\$ 456,816	-38.1%	0.3%	\$ 1.38
17	A-Liter Inc Pkt NRfl	\$ 521,430	749.4%	0.3%	\$ 639,088	827.4%	0.5%	\$ 0.82
18	Mana Distribution Pkt NRfl	\$ 369,933	-65.6%	0.2%	\$ 464,762	-64.5%	0.3%	\$ 0.80
19	Private Label Pkt NRfl	\$ 341,530	-44.1%	0.2%	\$ 411,632	-51.7%	0.3%	\$ 0.83
20	La Lighter Inc Pkt NRfl	\$ 314,600	-72.6%	0.2%	\$ 291,576	-72.0%	0.2%	\$ 1.08

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

Information Resources, Inc., 24 weeks ending March 8, 2009

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



***Growing
+8.7% vs.
year ago.***