



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



vs. the next leading brand*

BIC Lighter Consumer Movement Report – Q2, 2009

Information Resources, Inc. (All Scan), 24 weeks ending May 31, 2009
Projection to 144,875 total C-Stores (55,308 Chain, 89,567 Independent)

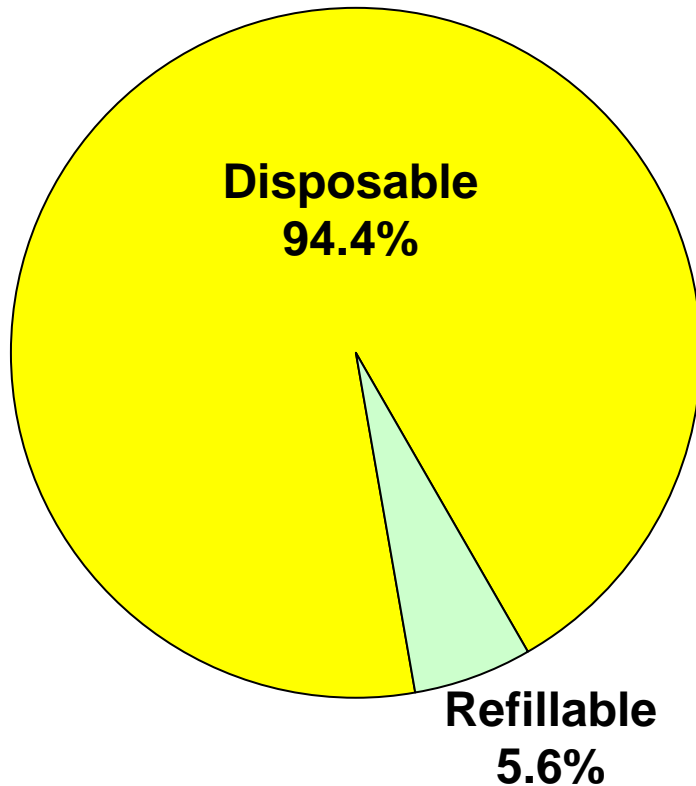
C-Store Summary

- BIC is America's #1 Lighter with 85.5% 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 +1.6% in Dollar Sales vs. year ago.*
 - *BIC has the Top 3 Lighter Brands in Convenience.*
 - *Special Edition is fueling BIC growth, up +16.0%.*
 - *Non-BIC Disposable Lighters are down -22.1%.*
 - *Refillable Lighters plummeting at retail, down -26.3%*
 - *BIC Value-Added up +6.8%, accounting for 29.7% of BIC retail sales.*

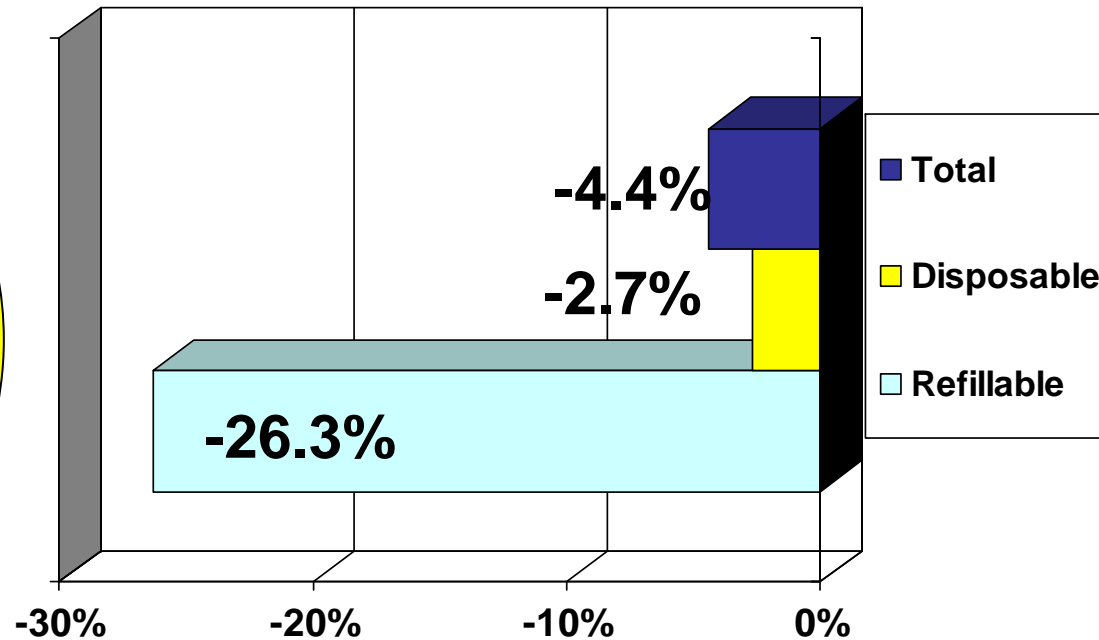
Total US Convenience Pocket Lighter Segment Share

Information Resources, Inc., 24 weeks ending May 31, 2009

Dollar Share



Dollar Growth Trend

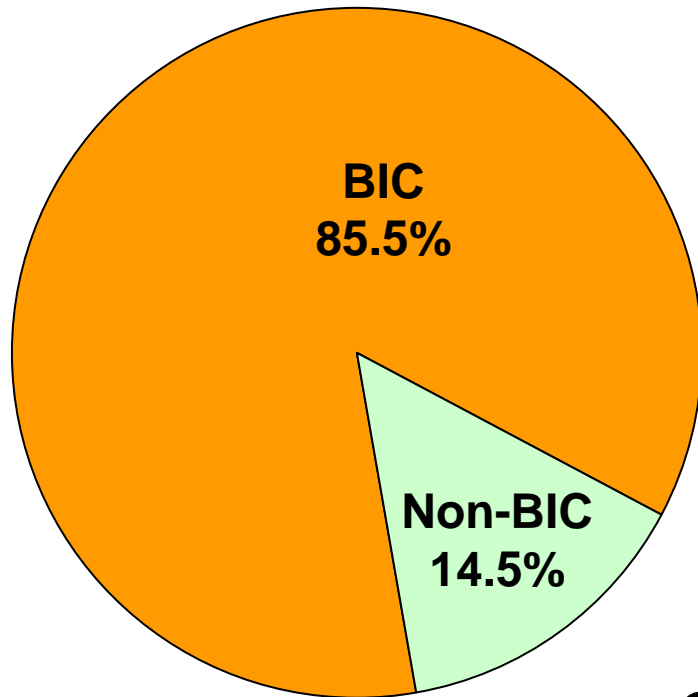


Disposables still king at
Convenience

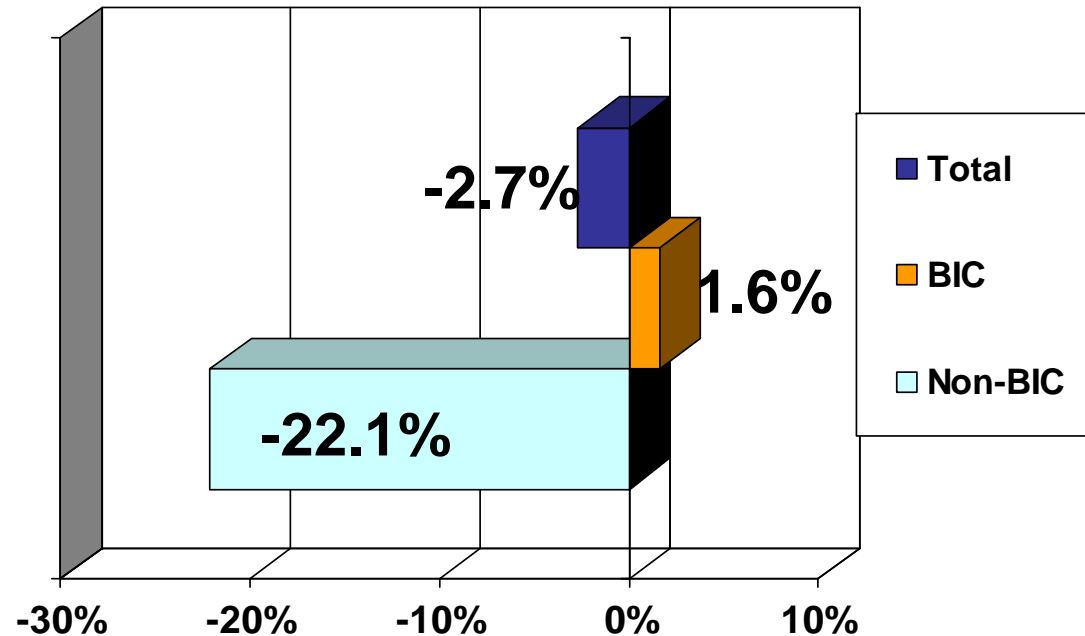
Total US Convenience Disposable Pocket Lighter

Information Resources, Inc., 24 weeks ending May 31, 2009

Dollar Share



Dollar Growth Trend



Consumers prefer the BIC name



vs. the next leading brand*

Total U.S. Convenience Store Disposable Pocket Lighter

Information Resources, Inc., 24 weeks ending May 31, 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>	\$ 168,129,900	-2.7%
1) BIC Classic	\$ 70,954,670	-0.2%
2) BIC Mini	\$ 30,656,600	+2.1%
3) BIC Special Edition	\$ 29,431,820	+16.0%
All Other NON BIC	\$ 24,302,490	-22.1%

- BIC Lighter Brands are the Top 3 brands, all exceeding Category Growth.
- BIC Special Edition (Designer Wrapped) posts gains of 16%.

TOP 20 DISPOSABLE POCKET LIGHTER VENDORS

US CONVENIENCE - RETAIL SALES

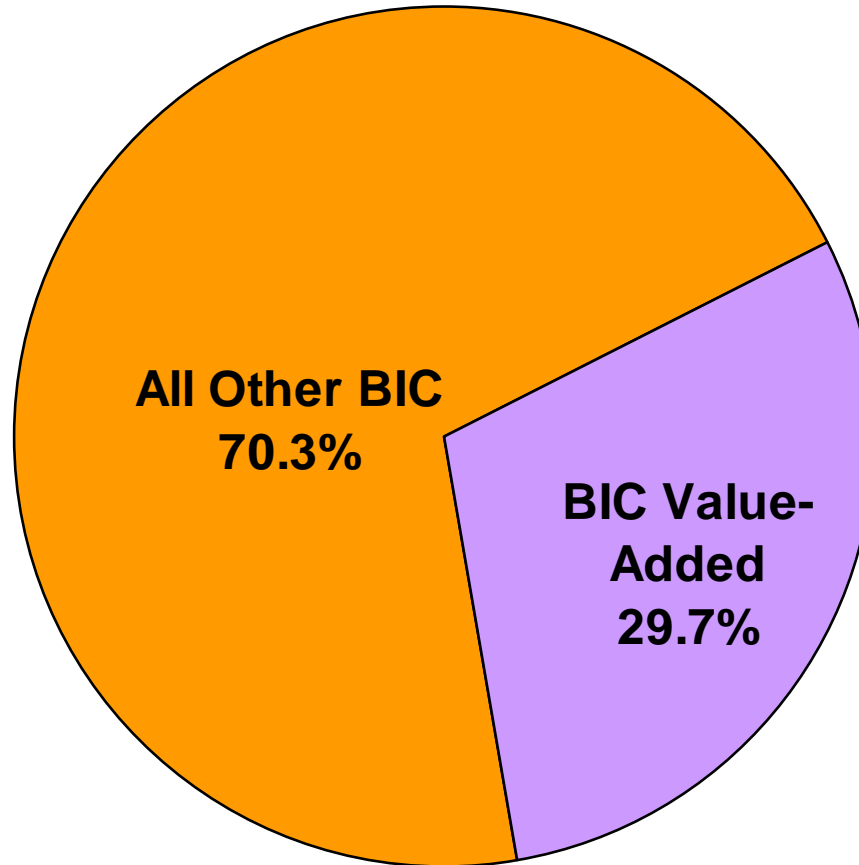
Current 24 Weeks ending May 31, 2009

		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>	\$ 168,129,900	-2.7%	100.0%	\$ 131,830,200	-7.1%	100.0%	\$ 1.28
1	BIC Corp Pkt NRfl	\$ 143,827,400	1.6%	85.5%	\$ 103,438,900	-1.7%	78.5%	\$ 1.39
2	Playa Del Rey Sunglasses Pkt NRfl	\$ 4,455,856	42.3%	2.7%	\$ 5,490,636	39.5%	4.2%	\$ 0.81
3	Novelty Distributors Pkt NRfl	\$ 2,934,041	-18.4%	1.7%	\$ 3,113,200	-9.3%	2.4%	\$ 0.94
4	New York Lighter Company Inc Pkt NRfl	\$ 2,430,197	-42.5%	1.4%	\$ 2,709,623	-53.2%	2.1%	\$ 0.90
5	Nbsp Inc Pkt NRfl	\$ 1,715,118	72.1%	1.0%	\$ 1,275,452	19.9%	1.0%	\$ 1.34
6	Flamagas S.A. Pkt NRfl	\$ 1,631,031	-8.7%	1.0%	\$ 1,416,821	-7.8%	1.1%	\$ 1.15
7	Mountain View Marketing Inc. Pkt NRfl	\$ 1,496,014	0.9%	0.9%	\$ 2,645,265	-2.8%	2.0%	\$ 0.57
8	Calico/Honson Pkt NRfl	\$ 1,247,359	38.1%	0.7%	\$ 1,600,187	21.0%	1.2%	\$ 0.78
9	Scripto Pkt NRfl	\$ 1,107,932	6.5%	0.7%	\$ 1,364,491	-1.0%	1.0%	\$ 0.83
10	Ace Products Usa Inc Pkt NRfl	\$ 714,029	-15.7%	0.4%	\$ 847,518	-21.5%	0.6%	\$ 0.84
11	All Others Pkt NRfl	\$ 703,258	-75.4%	0.4%	\$ 937,181	-64.6%	0.7%	\$ 0.75
12	Lucky Sales Inc Pkt NRfl	\$ 701,614	420.0%	0.4%	\$ 832,079	516.0%	0.6%	\$ 0.84
13	Cb Distributors Inc. Pkt NRfl	\$ 694,835	30.2%	0.4%	\$ 1,096,619	30.0%	0.8%	\$ 0.63
14	Golden Spring Co Pkt NRfl	\$ 650,262	-52.8%	0.4%	\$ 876,556	-40.5%	0.7%	\$ 0.74
15	R & B Sales Pkt NRfl	\$ 454,130	-47.8%	0.3%	\$ 314,936	-58.5%	0.2%	\$ 1.44
16	A-Liter Inc Pkt NRfl	\$ 420,756	212.5%	0.3%	\$ 535,361	202.3%	0.4%	\$ 0.79
17	Cmax International Inc Pkt NRfl	\$ 361,787	-31.9%	0.2%	\$ 441,472	-36.2%	0.3%	\$ 0.82
18	Mana Distribution Pkt NRfl	\$ 356,013	-35.3%	0.2%	\$ 440,836	-31.2%	0.3%	\$ 0.81
19	Smi Pkt NRfl	\$ 337,582	-88.6%	0.2%	\$ 328,100	-90.3%	0.2%	\$ 1.03
20	Private Label Pkt NRfl	\$ 337,162	-25.7%	0.2%	\$ 392,959	-39.3%	0.3%	\$ 0.86

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

Information Resources, Inc., 24 weeks ending May 31, 2009

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



***Growing
+6.8% vs.
year ago.***