



**BIC GROUP ACQUIRES ANGSTROM POWER INCORPORATED
FUEL CELL RESEARCH & DEVELOPMENT COMPANY**

BIC Group today announced that its Canadian subsidiary, BIC Inc. has acquired the assets of Angstrom Power Incorporated, Vancouver, B.C., a company specializing in the development of portable fuel cell technology. The purchase price is CAD 18.7 million (approximately EUR 13.5 million¹).

A portable fuel cell device works with a replaceable fuel cartridge and provides charging capability to consumer electronic devices that have rechargeable batteries (e.g. smart phones, tablets, cell phones, gaming, GPS, etc.) and direct power to other electric indoor and outdoor devices. By offering instant, constant and extended power, portable fuel cells will give the consumer convenient access to power whenever and wherever needed, as an alternative to electricity from a wall outlet.

For nearly ten years, BIC has been developing hydrogen fuel cartridges which are connected to the fuel cell device and replaced once the fuel is depleted. During this time, Angstrom has been developing portable fuel cell devices. BIC's hydrogen fuel cartridge technology and the Angstrom fuel cell technology work very well together. BIC and Angstrom prototype designs have demonstrated high levels of performance and efficiency.

Companies whose devices rely on rechargeable batteries have shown a keen interest in the promise of such fuel cell technology. BIC expects to bring a portable fuel cell device and fuel cell cartridge to market in 2 to 5 years.

Mario Guevara, Chief Executive Officer, said: *“BIC’s vision for the portable fuel cell industry remains to manufacture and commercialize a replaceable hydrogen fuel cartridge. With the purchase of Angstrom, BIC will also be able to provide a total power solution.”*

Bruno Bich, Chairman of the Board, added: *“Since 2003, BIC has been working on fuel cell research and development by leveraging its expertise in lighter valve technology to produce cartridges. The acquisition of Angstrom confirms our commitment to be active in the portable fuel cell industry and expand our product portfolio of high-quality consumer goods.”*

Angstrom Chief Executive Officer Paul Zimmerman added: *“Angstrom has advanced its fuel cell technology to the point where investment is required in new areas including marketing and distribution. BIC’s complementary capabilities in these areas combined with their state-of-the-art fuel cartridge technology make BIC the ideal acquirer for Angstrom.”*

¹ 1 EUR = 1.39 CAD



The fuel cell technology
Recharging portable devices
Instant and constant power, everywhere at any time



*: the hydrogen is produced on demand, using patented BIC technology



This document contains forward-looking statements. Although BIC believes its expectations are based on reasonable assumptions, these statements are subject to numerous risks and uncertainties. A description of the risks borne by BIC appears in the section, "Risk factors" in BIC's 2010 Registration Document filed with the French financial markets authority (AMF) on March 31, 2011.

2012 Agenda (all dates to be confirmed)

FY 2011 results	February 15, 2012	Meeting (BIC headquarters)
1 st Quarter 2012 results	April 25, 2012	Conference call
2011 AGM	May 10, 2012	BIC headquarters

About BIC

BIC is a world leader in stationery, lighters, shavers and promotional products. For more than 60 years, BIC has honored the tradition of providing high-quality, affordable products to consumers everywhere. Through this unwavering dedication, BIC has become one of the most recognized brands in the world. BIC products are sold in more than 160 countries around the world. In 2010, BIC recorded net sales of 1,831.5 million euros. The Company is listed on "Euronext Paris" and is part of the SBF120 and CAC Mid 60 indexes. BIC is also part of the following SRI indexes: FTSE4Good Europe, ASPI Eurozone, Ethibel Excellence Europe and Carbon Disclosure French Leadership index 2010 (CDLI).



For more information, please consult the corporate web site: www.bicworld.com

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