



Results of the Art Contest “Cristal® Art Gallery” organized by BIC on www.thebicwall.com

Two winners have each won a prize of 5 000 Euros following the “Cristal Art Gallery” contest, hosted by www.thebicwall.com, a website dedicated to the 60th Anniversary of the BIC® Cristal® pen in Europe.

⇒ The Jury’s Prize was awarded to Jean-Baptiste Durand alias Neguts for his work of art drawn on a wall and named “Wall drawing”. The empty pens at the foot of the wall give an idea of the size of the drawing!

The jury, composed of three artists who use the BIC® Cristal® pen in their work, gathered on Friday 21 May to deliberate and choose a winner among the 730 works of art posted online by visitors to the site. *“Among the numerous works of art posted, many of which revealed great talent and showed sophisticated drawing techniques, we chose the work of art “Wall Drawing”. This piece showed an original artistic approach through the presentation of the work and the artist’s mastery of his subject. We would like to congratulate the artist by giving him the Jury’s Prize,”* commented the judges.

⇒ The Internet Users’ Prize was awarded to Managua. His work of art “BIC story” illustrates the history of the BIC® brand, from the first advertising to the latest product releases.

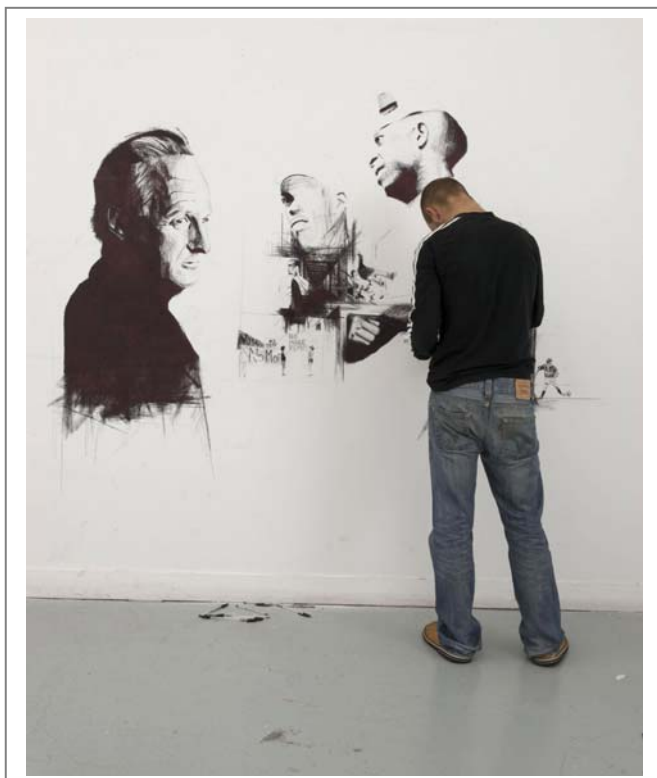
The “Cristal® Art Gallery” contest was hosted online from 14 April to 17 May 2011, allowing Internet users to post a drawing, video or sculpture using BIC® Cristal® pens.

The artists on the Jury

Anne-Flore Cabanis, a French artist who has produced works of art using a BIC® Cristal® pen and in one continuous line.

Juan Francisco Casas Ruiz, a Spanish artist known for his realistic photographic drawings using a BIC® Cristal® pen.

Paolo Ulian, an Italian designer who has produced sculptures using BIC® Cristal® pens.



“Wall drawing” by Neguts was awarded the Jury’s Prize



“BIC Story” by Managua received the most votes from visitors to the site.

Following the contest, a virtual wall remains accessible online at www.thebicwall.com where visitors can write, draw and let their imagination run wild with a virtual pen to participate in “one of the greatest collective creations in the world”!

The site also continues to offer the free iPhone app, “BIC® Face”, available via the AppleStore. Users of this app are able to transform their photos into BIC® Cristal® pen style drawings.

The website www.thebicwall.com was launched by BIC’s Marketing Europe department and was developed by the Hémisphère Droit agency.

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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 100 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 website: www.bicworld.com

