



**SHOW YOUR PATRIOTISM THIS SUMMER WITH LIMITED EDITION AMERICANA
-INSPIRED BIC® MULTI-PURPOSE LIGHTERS!**

May 1, 2015 - Whether it's a Fourth of July barbecue or a cozy night by the fire pit, the new BIC® Americana Multi-purpose lighters are ready to illuminate the summer months in style.

With Americana-inspired handle designs that feature stars and stripes and red, white and blue plaid designs, the new BIC Americana Multi-purpose Lighter is the perfect patriotic accessory for any of your lighting needs this summer.

“Outdoor get-togethers that involve food, friends and family – especially during the summer months – are at the heart of what our Country is all about,” said Sandra Levine, senior associate brand manager—lighter marketing, BIC Consumer Products USA. “With our Americana line, consumers will have the opportunity to show their patriotism, adding personality to all of their lighting occasions.”

Features of the BIC Americana Multi-purpose Lighter include:

- Stylish handles featuring a stars and stripes design as well as a red, white and blue plaid design
- Child-resistant mechanism
- Long wand to keep hands safe and away from fire
- Retractable hook for easy storage

Every BIC lighter passes more than 50 individual safety and quality checks for reliable product performance. The BIC Americana Multi-purpose Lighter is available in a two-pack at Target with a suggested retail price (SRP) of \$6.99, and a one-pack at select Walmart stores with a SRP of \$3.97.

BIC Multi-purpose Lighters are made with USA Fuel Cartridges. Learn more at BICinAmerica.com.

About BIC Consumer Products USA

BIC Consumer Products USA (www.bicworldusa.com) is a leading manufacturer of stationery products, lighters and shavers. Since its founding more than 50 years ago, BIC has honored the tradition of providing high-quality, affordable products. Through this unwavering dedication BIC has become one of the most recognized brands in the world today, delivering "More for your money...Always!"

About BIC® Lighter:

BIC is America's #1 Lighter Brand. BIC lighters are known for their safety, quality, long lasting and consistent performance, design, and value. BIC lighters meet or exceed the lighter safety standards established by ISO (International Organization for Standardization), the American Society for Testing and Materials (ASTM), the U.S. Consumer Product Safety Commission (CPSC), and all other government agencies. Every BIC lighter undergoes more than 50 separate, automatic quality checks during the manufacturing process.