



The BIC difference...

and
~~Quality~~ or ~~Value~~



Consumer Movement Report – August 2009

Information Resources, Inc. (All Scan), 52 weeks ending July 26, 2009
Projection to 144,875 total C-Stores (55,308 Chain, 89,567 Independent)

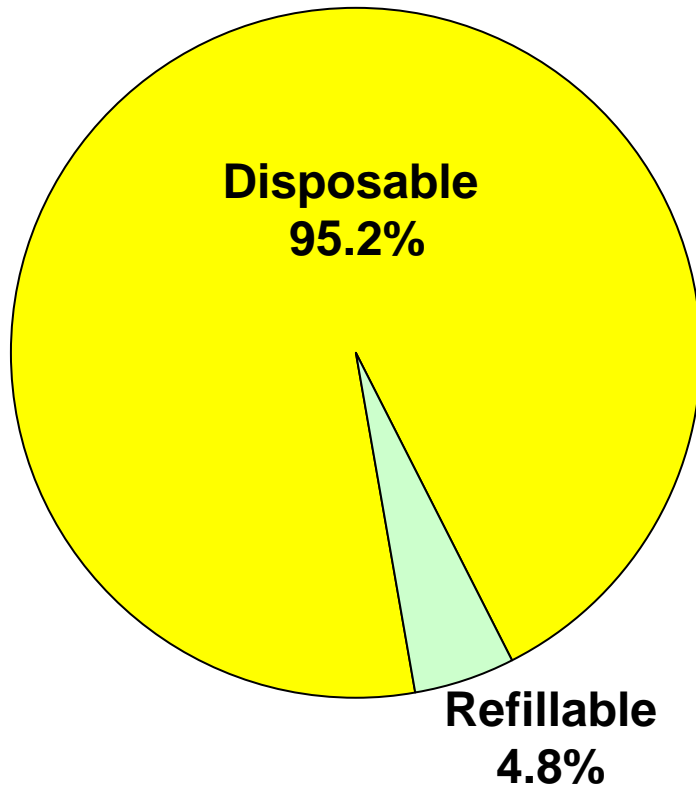
U.S. Convenience Store Summary

- BIC is America's #1 Lighter with 84.5% 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 +1.3% in Dollar Sales vs. year ago.*
 - *BIC has the Top 3 Lighter Brands in Convenience.*
 - *Special Edition is fueling BIC growth, up +12.2%.*
 - *Non-BIC Disposable Lighters are down -20.7%.*
 - *Refillable Lighters plummeting at retail, down -29.5%*
 - *BIC Value-Added up +4.8%, accounting for 29.7% of BIC retail sales.*

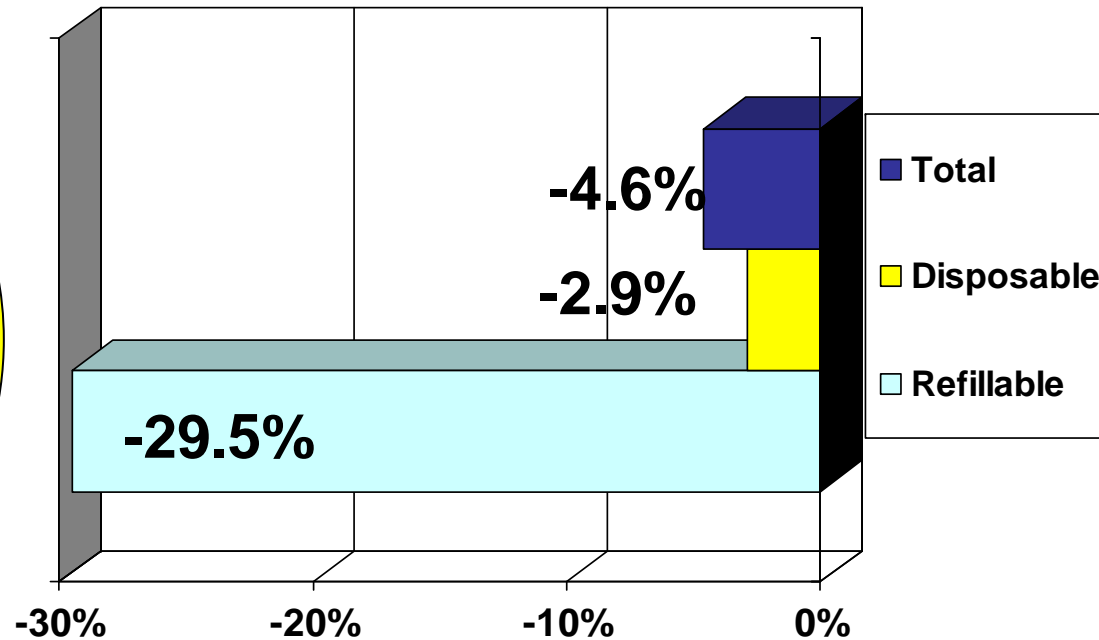
Total US Convenience Pocket Lighter Segment Share

Information Resources, Inc., 52 weeks ending July 26, 2009

Dollar Share



Dollar Growth Trend

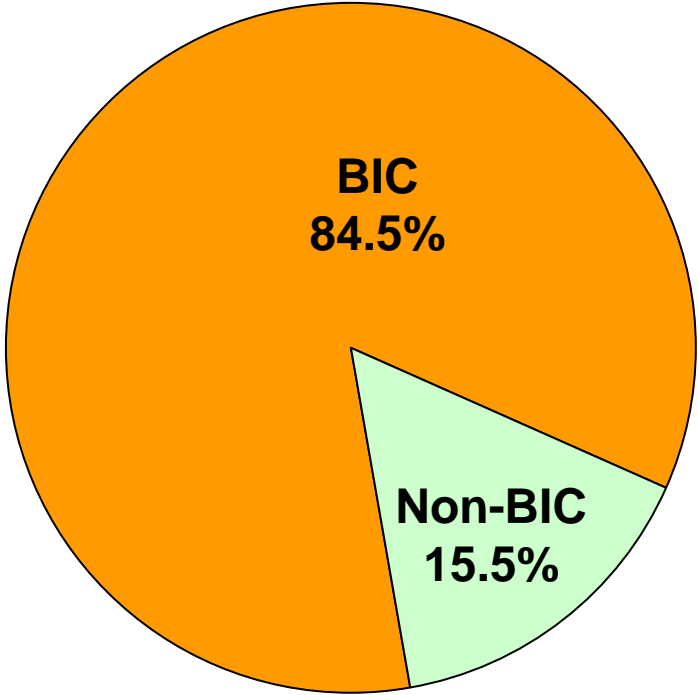


Refillable Lighters continue to decline in retail sales

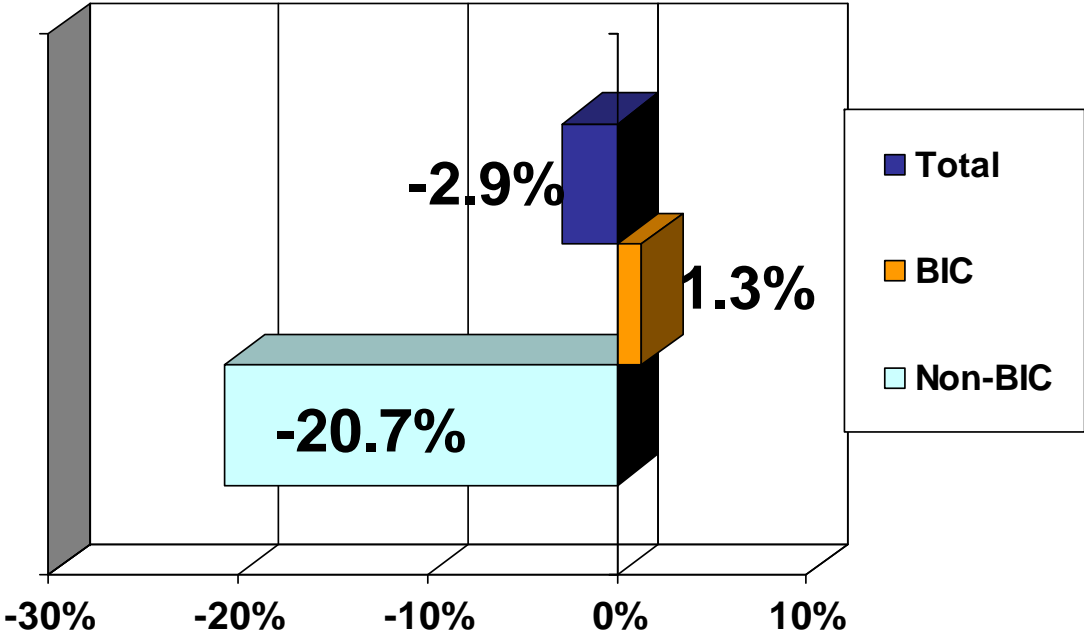
Total US Convenience Disposable Pocket Lighter

Information Resources, Inc., 52 weeks ending July 26, 2009

Dollar Share



Dollar Growth Trend



BIC continues a growth trend



vs. the next leading brand*

Total U.S. Convenience Store Disposable Pocket Lighter

Information Resources, Inc., 52 weeks ending July 26, 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>	\$ 384,751,900	-2.9%
1) BIC Classic	\$ 158,576,200	-0.1%
2) BIC Mini	\$ 70,546,860	+2.2%
3) BIC Special Edition	\$ 63,594,000	+12.2%
All Other NON BIC	\$ 59,554,200	-20.7%

- BIC Lighter Brands are the Top 3 brands, all exceeding Category Growth.
- BIC Special Edition (Designer Wrapped) posts gains of 12%.

TOP 20 DISPOSABLE POCKET LIGHTER VENDORS

US CONVENIENCE - RETAIL SALES

Current 52 Weeks ending Jul 26, 2009

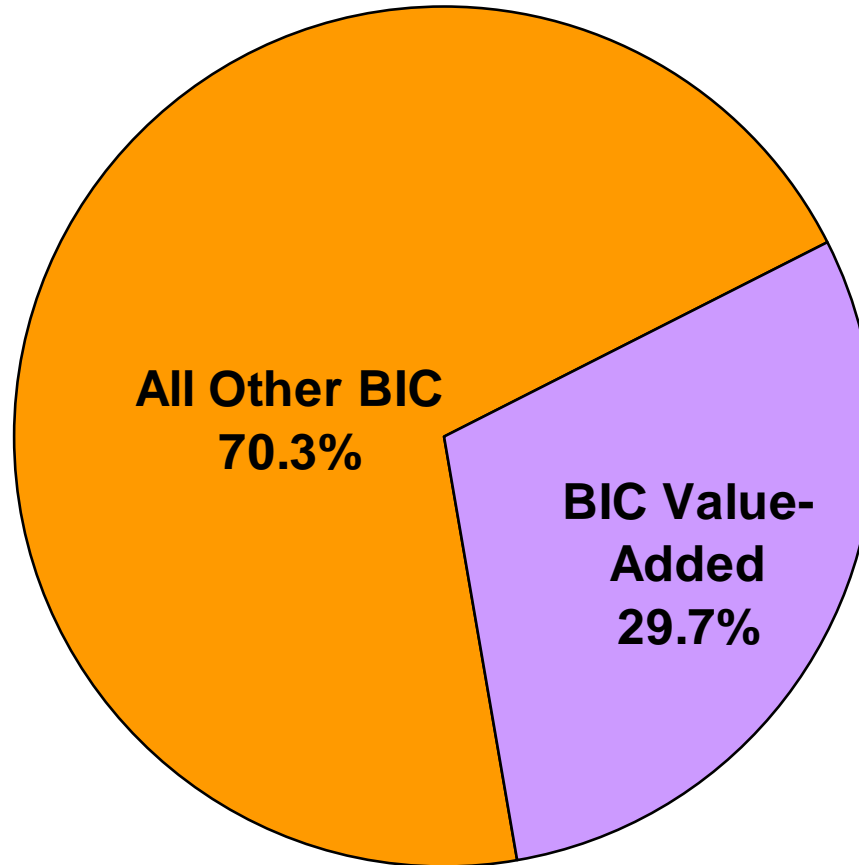
	Dollar Sales	Dollar Sales % Chg vs YrAgo	Dollar Share of Type	Volume Sales	Volume Sales % Chg vs YrAgo	Volume Share of Type	Avg Price per Package	
	<i>Pocket Non Refillable</i>	\$ 384,751,900	-2.9%	100.0%	305,146,600	-6.9%	100.0%	\$ 1.26
1	BIC Corp Pkt NRfl	\$ 325,197,700	1.3%	84.5%	235,716,600	-1.7%	77.2%	\$ 1.38
2	Playa Del Rey Sunglasses Pkt NRfl	\$ 9,504,451	52.1%	2.5%	11,768,870	45.1%	3.9%	\$ 0.81
3	Novelty Distributors Pkt NRfl	\$ 7,514,291	-13.1%	2.0%	8,254,667	-8.5%	2.7%	\$ 0.91
4	New York Lighter Company Inc Pkt NRfl	\$ 6,090,095	-35.6%	1.6%	6,806,641	-44.0%	2.2%	\$ 0.90
5	Flamagas S.A. Pkt NRfl	\$ 4,840,974	-4.3%	1.3%	4,083,164	-3.6%	1.3%	\$ 1.19
6	Calico/Honson Pkt NRfl	\$ 4,839,151	5.8%	1.3%	5,646,538	3.8%	1.9%	\$ 0.86
7	Mountain View Marketing Inc. Pkt NRfl	\$ 3,510,814	3.0%	0.9%	6,194,475	1.1%	2.0%	\$ 0.57
8	Nbsp Inc Pkt NRfl	\$ 3,434,764	46.5%	0.9%	2,753,217	15.6%	0.9%	\$ 1.25
9	Scripto Pkt NRfl	\$ 2,433,811	13.3%	0.6%	3,036,913	5.8%	1.0%	\$ 0.83
10	All Others Pkt NRfl	\$ 1,786,571	-69.9%	0.5%	2,371,494	-61.4%	0.8%	\$ 0.75
11	Lucky Sales Inc Pkt NRfl	\$ 1,553,221	206.3%	0.4%	1,838,618	259.4%	0.6%	\$ 0.84
12	Ace Products Usa Inc Pkt NRfl	\$ 1,549,631	-18.3%	0.4%	1,881,541	-23.0%	0.6%	\$ 0.82
13	Cb Distributors Inc. Pkt NRfl	\$ 1,478,827	44.0%	0.4%	2,332,451	47.5%	0.8%	\$ 0.63
14	Smi Pkt NRfl	\$ 1,315,557	-79.8%	0.3%	1,355,930	-81.8%	0.4%	\$ 0.97
15	R & B Sales Pkt NRfl	\$ 1,281,328	-25.0%	0.3%	957,779	-35.8%	0.3%	\$ 1.34
16	Golden Spring Co Pkt NRfl	\$ 1,227,750	-59.7%	0.3%	1,671,929	-48.8%	0.5%	\$ 0.73
17	A-Liter Inc Pkt NRfl	\$ 981,183	136.7%	0.3%	1,229,247	140.5%	0.4%	\$ 0.80
18	Mana Distribution Pkt NRfl	\$ 865,775	-57.6%	0.2%	1,086,026	-56.0%	0.4%	\$ 0.80
19	Private Label Pkt NRfl	\$ 800,512	-35.3%	0.2%	937,181	-45.4%	0.3%	\$ 0.86
20	Cmax International Inc Pkt NRfl	\$ 739,262	-33.3%	0.2%	943,338	-33.8%	0.3%	\$ 0.78

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

Information Resources, Inc., 52 weeks ending July 26, 2009

**Value-Added
comprised of:**

- *Special Edition*
- *Collectors Series*
- *Pro Series*
- *Lighter Cases*
- *Electronic*



***Growing
+4.8% vs.
year ago.***