



April 15, 2011

For immediate release:

BIC Sport North America to Re-establish Direct Distribution in Canada

BIC Sport is pleased to announce direct distribution of the full range of our watersports products to the Canadian market through its subsidiary BIC Sport North America (BSNA). Director of Sales & Marketing Chris Decerbo comments, "Our plans are well underway to re-establish direct distribution to our Canadian clients. We expect to be operational with product availability beginning May 1st, 2011."

"The decision and move toward direct distribution is necessary to best service the Canadian clients, and best achieve the full market potential for BIC Sport products" commented BIC Sport President, Thierry Verneuil, who also noted, "We appreciate the efforts of our former partners, BMG Sports, over the past two years, and thank them for their current assistance for a smooth transition of the distribution."

Interested parties are encouraged to contact BSNA directly at the contact information below. Further details and full support to BIC Sport consumers, and existing or new dealers, is available effective immediately.

About BIC Sport:

BIC Sport is a global leader in the manufacture and distribution of watersports products since 1979. Based on the Brittany Coast of France, and founded by the Bich family (of BIC pen fame), BIC Sport grew from a passion for wind and human powered watersports, partnered with world-renowned technical expertise in manufacturing. The focus on sustainability, together with building quality, durable and affordable products has helped millions of people get on the water and lead healthy, active lifestyles. BIC Sport is constantly innovating and developing products for the windsurfing, surfing, sailing, kayak, and now SUP markets. "Honor the past, Invent the future" is now more than ever BIC Sport's driving principle.

BIC Sport North America is a subsidiary of BIC Sport and is based out of West Wareham, MA.

Complete company and product information is available at: www.bicsport.com.

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