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For immediate release:

Mac Sales Group Appointed Independent Representatives for North-East and Mid-Atlantic Regions

Veteran watersports sales professional Mike MacDonald's new agency, Mac Sales Group, joins together with BIC Sport North America (BSNA) representing the full BIC Sport range of Paddlesports and Boardsports products within the North-East and Mid-Atlantic regions effective May 1st. Mike has recently formed Mac Sales Group following an extended tenure at a leading paddlesports company. "Mike's proven record of sales growth, combined with an outstanding reputation of relationship management makes him a perfect fit for the BIC Sport organization and philosophy." states BSNA Director, Chris Decerbo. Mike will be servicing the rapidly growing Stand-Up Paddle (SUP) category, combined together with the traditional Paddlesports, and Boardsports product categories for all BIC Sport Dealers. For 2012 BIC Sport will expand its range, introducing many new products with innovative features and technologies across all product groups. Mike's efforts within the territory will be supported by BSNA Surf Manager, Ted Pan, and Paddlesports Manager, Jimmy Blakeney, together with the rest of the BIC Sport In-House Team.

In related news, former BIC Surf East Coast Sales Rep (and surfing legend!) Pete Pan, continues his long term commitment to the BIC Surf brand with a new focus and responsibilities on promotions, events and product support on a national level. "Pete is part of the BIC Surf DNA in the U.S., and we look forward to his continued expertise, energy and enthusiasm for the sport on behalf of BIC Surf. Pete's long time associates will still know where to find him, and their BIC Surf products!" added Decerbo.

Effective immediately, Mike MacDonald can be reached for BIC Sport sales and service at:

Mac Sales Group

Phone: 802-236-2270

Fax: 888-551-2615

Email: macsportsrep@gmail.com

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.

For more information contact:

Chris Decerbo

Director of Sales & Marketing

508-291-2770, Ext 134

chris.decerbo@bicworld.com



BIC Sport North America, Inc., 2380 Cranberry Hwy., W. Wareham, MA 02576 Tel: 508-291-2770 Fax: 508-291-2772 Email: info@bicsportna.com