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For immediate release:

Veteran waterman Jimmy Blakeney joins BIC Sport North America (BSNA).

US National Champion kayaker and multi-sport waterman Jimmy Blakeney joins BSNA as Product & Marketing Manager for Paddlesports, including their rapidly developing SUP division. "Jimmy's depth of experience and expertise in the kayak, SUP and surfing worlds makes him an excellent addition to the BSNA Team, and to spearhead our rapidly growing SUP division," states BSNA Director Chris Decerbo. "I'm very excited about the opportunity to work with BIC Sport," says Blakeney. "Their unique manufacturing capabilities together with a focus on bringing quality, affordable products to the market put them in an excellent position to make SUP accessible to all."

"Jimmy joins our veteran sales team for BIC Surf including Sales Manager Ted Pan, and East Coast Rep and brand guru Pete Pan," added Decerbo. "Jimmy adds a unique perspective that will certainly compliment our ability to bridge between the coastal (surf) and inland (paddle) markets for SUP." Blakeney's official start will be in January 2011 at the Orlando Surf Expo show.

Blakeney began his career in watersports as a professional kayaker in 1997 after graduating from Virginia Tech with a bachelor and masters degree. After paddling 300+ days a year for eight years Jimmy became marketing director and subsequently brand manager for Wave Sport kayaks, a division of Confluence Watersports. Following a move to New England in 2007 Blakeney shifted focus to the surf and SUP world both athletically and professionally. Putting his masters degree in education to use he opened the first dedicated SUP school in New England in 2008 while working as a sales rep for Jimmy Lewis (SUP and surf).



Jimmy Blakeney testing the new BIC ACS 10'4" SUP.

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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