



August 31, 2005
West Wareham, Massachusetts, USA

FOR IMMEDIATE RELEASE

BIC Surf Back Home: BIC Sport to distribute BIC Surf line

Effective September 1, 2005, BIC Sport North America, Inc. announces that it will distribute the BIC Surf product line in North America, including USA, Canada and the Caribbean. This is another step in the natural transition of the distribution of BIC Sport products that began when BIC Sport established distribution operations through BIC Sport North America, Inc. in West Wareham, Massachusetts, January 2003.

The BIC Surf line joins the existing product portfolio supported by BIC Sport North America, including BIC Kayaks, BIC and TIGA Windsurfing, and Gaastra and Fiberspar Windsurfing. North American dealers will be supported from the current BIC Sport location by a full staff of experienced sales, marketing and customer service personnel. BIC Sport will present the full BIC Surf line and the 2006 pricing and programs at Booth # 801 at the upcoming Surf Expo, September 16-18 in Orlando, Florida.

Pete Pan, who has been involved in the sales and promotion of BIC Surf for over 8 years, has been named the East Coast Territory Manager for BIC Surf, effective immediately. Chris Decerbo has also been promoted to North American Director of Sales for all BIC Sport product categories and will be working closely with Pete Pan going forward. All consumer and dealer inquiries should be directed to BIC Sport as of September 1.

BIC Sport North America General Manager Bob Hunnewell said, "We are excited to once again offer dealers the BIC Surf line. This is a natural progression for our brand and provides an excellent opportunity to service our growing customer base with the complete range of BIC Sport products. It also streamlines what has been a confusing distribution situation over the last several years. Dealers can now contact one company for all BIC Sport products".

Operations continue at BIC Sport North America headquarters in West Wareham, Massachusetts with additional outside warehouses in Florida, California, Hawaii and Canada that will service the needs of BIC Surf dealers. For more information contact BIC Sport North America at 508-291-2770 or by e-mail at info@bicsportna.com.

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