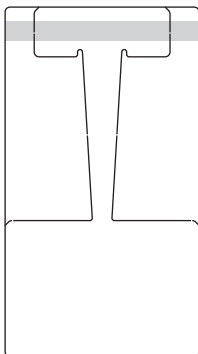


Bic Promotes Its EZ Reach Lighter With Famous Faces On A Do-It Wobbler

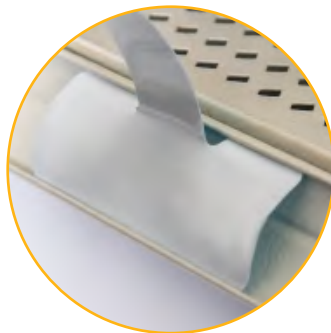


Do-It Wobblers are an effective, economical method of promoting your product in any store. Bic added a couple of famous faces to a Do-It 2-PWB Wobbler to market and sell their EZ Reach Lighters. Digitally printed with eye-catching graphics of Martha Stewart and Snoop Dog, this wobbler is designed to easily slip into standard price channels. A strip of adhesive also allows stores to place the wobbler in locations in the store that don't have a price channel. The wobbler moves with any air flow — another way to draw attention to the product. The Do-It 2-PWB Wobbler, Snoop Dog, and Martha Stewart — a simple, yet attractive combination designed to promote Bic's brand and get people's attention in any retail environment.

2-PWB



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