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SNOOP DOGG AND MARTHA STEWART RELEASE REFRESHED BIC® EZ REACH® LIGHTER DESIGNS

The New Custom Designs Inspired by Snoop and Martha Join The Existing Line of EZ Reach Lighters beginning in May

SHELTON, CT – (Enter Date) – Fans of entertainment legend Snoop Dogg and lifestyle innovator Martha Stewart will be excited to know that the dynamic duo has released new BIC® EZ Reach® lighter designs inspired by their personalities and aesthetics. BIC, a world leader in stationery, lighters and shavers, has enjoyed a partnership with brand ambassadors Snoop and Martha, along with Marquee brands, since 2021, in promotion of the BIC EZ Reach, the ultimate lighter for all lighting occasions.

Snoop’s refreshed seven-lighter lineup includes iconic photographs of the star along with illustrations that represent Snoop as an artist. Martha’s refreshed lighter styles include eight designs featuring different stone surfaces, including terrazzo, marble and granite, each chosen by Martha and representative of the tasteful home decor elements she is known for.

“I’ve enjoyed seeing the success of Martha and my BIC EZ Reach partnership,” said Snoop Dogg. “The refreshed lighter designs will show more of who I am– from my playful to my more serious side. When people use my lighters, they are bringing a piece of me into their lives every day. That inspires me, and I hope I’m inspiring them too.”

“More than ever, people are seeing the importance of turning their homes into beautiful spaces to be cherished. Elevating the look of something as simple as a lighter is a wonderful way to subtly remind you of the joy an aesthetically conscious home can bring,” said Martha Stewart. “It’s a way to make something as simple as lighting a candle or a fire in your hearth a little bit more special. I’m proud of Snoop and my work with BIC EZ Reach. It has been so much fun.”

The BIC EZ Reach lighter was designed for lighting hard-to-reach places while helping to keep fingers away from the flame. With the ability to light at any angle and equipped with a 1.45-inch wand on a body the size of a pocket lighter, this popular lighter is a must-have in every home. With Snoop and Martha’s endorsement, the appeal of this innovative product has grown exponentially.

“When BIC first partnered with Snoop and Martha, we knew we had made the right decision, but we didn’t realize just how well the public would respond,” said Jeany Mui, Senior Brand Manager, BIC Lighters. “We’re incredibly proud of the EZ Reach
lighter – a proven game-changer thanks to its ability to light hard-to-reach places. Having Snoop and Martha on board has made this an even more rewarding journey. We are thrilled to be launching refreshed designs from this beloved duo."

The BIC EZ Reach launched in August 2020 with noted success, outperforming comparable products in the marketplace. Officially licensed Snoop Dogg and Martha Stewart designed EZ Reach lighters are currently available for purchase at Walmart, Amazon, and BIC.com. The refreshed new designs will be available for purchase at Walmart beginning in May and will roll out to additional retailers in June. EZ Reach are also available in styles including classic BIC colors, home décor, and camouflage.

ABOUT BIC
A world leader in stationery, lighters and shavers, BIC brings simplicity and joy to everyday life. For more than 75 years, the Company has honored the tradition of providing high-quality, affordable, essential products to consumers everywhere. Through this unwavering dedication, BIC has become one of the most recognized brands and is a trademark registered worldwide. Today, BIC products are sold in more than 160 countries around the world and feature iconic brands such as BIC Kids™, BIC Flex™, BodyMark by BIC™, Cello®, Djeep, Lucky Stationery, Rocketbook, Soleil®, Tipp-Ex®, Us. ™, Wite-Out® and more. In 2020, BIC Net Sales were 1,627.9 million euros. The Company is listed on “Euronext Paris,” is part of the SBF120 and CAC Mid 60 indexes and is recognized for its commitment to sustainable development and education. It received an A- Leadership score from CDP. For more, visit about.bic.com or follow us on LinkedIn, Instagram, Twitter, or YouTube.

ABOUT MARQUEE BRANDS
Marquee Brands is a leading global brand owner and marketer. Owned by investor funds managed by Neuberger Berman, one of the world’s leading employee-owned investment managers, Marquee Brands targets high quality brands with strong consumer awareness and long-term growth potential. Marquee Brands seeks to identify brands in various consumer product segments with the goal of expanding their reach across retail channels, geography and product categories while preserving the brand heritage and enhancing the ultimate consumer experience. Through its global team of professionals and partners, Marquee Brands monitors trends and markets in order to grow and manage brands in partnership with retailers, licensees and manufacturers through engaging, impactful strategic planning, marketing, and e-commerce. www.marqueebrands.com. In 2019, Marquee Brands acquired the Martha Stewart brand, which reaches approximately 100 million consumers across all media and merchandising platforms each month. Martha Stewart is the Founder of Martha Stewart Living Omnimedia and America’s most trusted lifestyle expert and teacher. Her branded products can be found in over 70 million households and have a growing retail presence in thousands of locations.