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## **PILOT PEN HITS THE CATWALK WITH NBC'S FASHION STAR FOR THE ULTIMATE FASHION SWEEPSTAKES**

JACKSONVILLE, Fla. – April 24, 2013 – **Pilot Corporation of America (Pilot Pen)** and the NBC hit show **Fashion Star** have joined forces to celebrate the launch of Pilot's new Acroball PureWhite® pen, on sale now at Target and Walmart stores, as well as on Amazon.com. Acroball PureWhite is the perfect combination of style and substance, featuring Spring 2013 Pantone color grips and accents and vibrant hybrid ink. Fashion lovers across the country are invited to join in this celebration of personal style by taking the "What's Your Style" quiz on [NBC.com/Fashion-Star](http://NBC.com/Fashion-Star) and visiting [PowertothePen.com](http://PowertothePen.com) to enter for a chance to win the ultimate New York City fashion experience – a trip to New York Fashion Week Spring/Summer 2013 and a shopping spree.

"Fashion is about self-expression, and accessories are incredibly important," said Ariann Langsam, Director of Consumer Marketing and Market Research, Pilot Pen. "The new Acroball PureWhite features an impeccable design and unmatched performance, allowing consumers to treat their pens as a functional accessory. We're delighted to support its launch with this exciting offer to win an incredible trip to New York Fashion Week."

The prizes for the Acroball Launch Sweepstakes include:

- 1 Grand Prize Winner: All-expense paid trip for two to New York Fashion Week Spring/Summer 2013, including tickets to a fashion show and a \$2,500 shopping spree.
- 5 First Place Winners: A one-year supply of Pilot pens.
- 10 Second Place Winners: 3 month Birchbox subscription and a \$100 shopping spree

Acroball PureWhite offers striking good looks and an elegant expressive writing experience. Its hybrid ink delivers the ability to write effortlessly by

combining the smooth, vibrant writing experience of gel ink with the quick drying, water-resistance of ball point ink.

Inspired by the 2013 Spring Pantone palette, Acroball PureWhite's grip colors include dusk blue, lime, turquoise, cabaret, African violet and nectarine, with matching ink colors or black ink. For a classic look delivering on the current metallic trend, a silver grip with black ink is also available. Express your words and personal style effortlessly with Acroball PureWhite. Get all the gorgeous grip colors and make Acroball your newest pen accessory.

**Enter to win** the Acroball Sweepstakes online at **[PowertothePen.com/sweepstakes](http://PowertothePen.com/sweepstakes)** and **take the "What's Your Style" quiz** at **[NBC.com/fashion-star/games/whats-your-style/](http://NBC.com/fashion-star/games/whats-your-style/)**.

**Follow @PilotPenUSA** and **use #FashionStar** on **Twitter** for **weekly live-tweeting sessions during Fashion Star episodes, Fridays 8-9 p.m. ET**, for a chance to **win even more great prizes**.

### **About Pilot Corporation of America**

Pilot Pen offers superlative writing instruments renowned for quality, performance, cutting-edge technology and consumer satisfaction. Widely acknowledged as innovators, Pilot was first to introduce Americans to fine-point writing and currently maintains the top share position in the gel and rolling ball pen categories. Pilot's product offering also includes the acclaimed Dr. Grip family of products, featuring an ergonomic, wide comfort grip that reduces writing fatigue; the G2, America's No. 1-selling gel ink pen, proven to last 2X longer than other brands; as well as the notable Precise V5/V7 lines. Pilot Pen manufactures and distributes from its state-of-the-art 305,000 square foot facility in Jacksonville, FL. Its parent company is the oldest and largest manufacturer of writing instruments in Japan. For more visit [www.pilotpen.us](http://www.pilotpen.us).

### **About Fashion Star**

NBC's reality competition series "Fashion Star" launched its second season this spring featuring celebrity mentors Jessica Simpson, Nicole Richie and John Varvatos, and television presenter and Glamour Magazine's fashion editor-at-large Louise Roe as host. Macy's and Saks Fifth Avenue return to the show, with specialty fashion retailer Express joining as the third buyer this season. "Fashion Star" will give 12 eager young designers the chance to win a multi-million dollar prize of launching their original collections in three of the nation's largest fashion retailers.

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