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## **PILOT PEN CELEBRATES “SIGNATURE STYLE” AND THE 2014 GOLDEN GLOBES**

*Pilot brings the Power of the Elegantly Written Word to the GBK Gift Lounge*

JACKSONVILLE, Fla.- January 9, 2014 - **Pilot Corporation of America (Pilot Pen)** is kicking off 2014 by celebrating self-expression, high-end signature style, and doing good for others, through a partnership with the GBK Golden Globes Celebrity Gift Lounge hosted at L’Ermitage Beverly Hills. Given that the written word plays such an important role in the Arts being honored at the Golden Globes, Pilot will be introducing celebrities and award nominees to its finely crafted writing instruments.

“We are thrilled to be even a small part of the energy and excitement leading up to the Golden Globes,” said Ariann Langsam, Director of Consumer Marketing. “The written word plays such an important role in acting and directing, and in screen and song writing, that there really is a unique fit between Pilot’s luxury writing instruments and the Golden Globe Awards. What better way to celebrate the power of the best written words than with fine writing instruments that express your style and words effortlessly.”

Handwriting and personal style are unique to each of us, so Pilot will feature a range of writing instruments to suit different writing styles and design preferences. The featured pens will include the luxurious, innovative, retractable Vanishing Point fountain pen and the new, MR Animal Collection, extraordinary gel ink, ballpoint and fountain pens with a touch of the exotic, designed and priced for everyday use. Guests will experience these fine writing instruments along with more casual Pilot favorites including the smooth and erasable FriXion Clicker and the striking G2 Fashion, all set against the backdrop of Old Hollywood glamour and style.

Pilot partnered with *Project Runway* Season 12 finalist Helen Castillo, an avid Pilot pen fan, to bring to life the beauty and power of writing instruments through the creation of a one-of-a-kind pen adorned evening gown. The stunning midnight navy and black Balmain inspired gown features a fit-and-flare silhouette appliquéd with an intricate pattern of more than 300 Pilot pens, and weighs over 25 pounds. It took roughly 60 hours of handwork – nearly nine work days, to complete the gown.

The pen dress is adorned with the elegant MR Metropolitan Collection pens in rich matte silver and gold finishes, and the G2 Fashion and FriXion Clicker pens which deliver more subtle tonal detailing. The striking gown will be displayed at the GBK Golden Globes Luxury Gift Lounge honoring the Golden Globes nominees at L'Ermitage Beverly Hills Friday, January 11<sup>th</sup> through Saturday, January 12<sup>th</sup> from 11 a.m. to 7 p.m. PT.

'Power to the Pen' has been Pilot's mantra for years now, and to kick 2014 off right, the company is working hard to promote the power of the written word, and what it can do for others, by bringing it to the digital space. Through an initiative that has been dubbed #Hollywords, Pilot will be asking the celebrities attending the GBK Golden Globes Gift Lounge to jot down and share words that have inspired them. These inspirational messages will be featured in a short #Hollywords video to help encourage fans and followers from coast to coast. Each time this video is shared or retweeted, Pilot will donate \$1 to the Kids in Need Foundation, a non-profit organization committed to providing free school supplies nationally to students most in need.

During the Golden Globes broadcast on Sunday, January 12<sup>th</sup>, Pilot will be sharing the Kids in Need Foundation #Hollywords video and hosting a "ReTweet to Win" contest on Twitter where followers can win a MR Metropolitan Collection pen and other prizes. It's a bright start to the New Year, with some of Hollywood's brightest stars helping to light the way.

#### **Pilot Pens featured at the GBK Golden Globes Gift Lounge include:**

##### ***Vanishing Point***

Vanishing Point is the world's first and favorite retractable fountain pen. It combines the expressive, luxurious writing experience of a high end fountain pen with a truly innovative retractable design. With a striking black matte finish, and rhodium plated 18K gold nib, the Vanishing Point by Pilot enables you to effortlessly express your words and style every time you write.

##### ***MR Metropolitan Collection***

The new Pilot MR Collections include exceptional pens designed for everyday use. They combine premium matte finishes enhanced with a 'middle ring' design, stainless steel accents, and a smooth writing experience. Available in Fountain Pen, Gel Ink and Ballpoint options, they are an affordable luxury.

##### ***FriXion Clicker***

The FriXion Clicker is an entirely new kind of erasable pen. It's retractable, has striking good looks, and has a new kind of ink that has been formulated to write smoothly and erase cleanly. Join the 'mistake free writing revolution'; with FriXion Clicker you will never write a mistake again, guaranteed!

### **G2 Fashion**

America's #1 selling gel ink pen announces a striking new addition, the G2 Fashion Collection. The smooth writing G2 Fashion pen is available with brilliant floral designs in a range of colors so you can show off your signature style. Now your smooth writing Go-2 pen can be stylishly dressed, just like you.

**Follow Pilot Pens' adventures at the Golden Globes on Facebook.com/PilotPen, Twitter and Instagram @PilotPenUSA using #HollyWords.**

### **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, 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).

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