

FOR MEDIA INFORMATION:
SARAH PORTER/IVETTE FAULKNER
BRIGHT RED • 850.668.6624
SPORTER@BRIGHTREDTBWA.COM
IFAULKNER@BRIGHTREDTBWA.COM



PILOT PEN WINS TWO *PEN WORLD* MAGAZINE READERS' CHOICE AWARDS

JACKSONVILLE, Fla. June 1, 2012 – Pilot Pen Corporation of America (Pilot Pen) and Namiki Pilot have received two awards in the Eighteenth Annual Readers' Choice Awards sponsored by *Pen World* magazine, featured in the June 2012 issue of the magazine on newsstands now.

"Pilot is proud to be recognized by consumers for its superior writing products," said Dennis Burleigh, CEO and President of Pilot Pen. "We stand for self-expression and believe that utilizing quality instruments such as the Namiki and Pilot Prera fosters creativity in writing."

Namiki, Pilot Pen's premium line of writing instruments, received an award in the category of "Best Maki-e" for pens exhibiting the most skillful Maki-e artistry. Maki-e is an art form dating back to the 7th century in which multi-layered patterns are drawn on the barrel and cap. These designs are then covered in layers of Urushi lacquer, which comes from trees indigenous to Japan. Namiki was founded in Japan in 1918 by Ryosuki Namiki and Masao Wada. Introduced to the U.S. in 1994, this brand was reserved for an elite class of pens designed using the Maki-e technique. Namiki Golden Rose limited edition won this category. The Pilot Prera was also recognized with an award in the "Most Incredible Value" category, for a pen that is less than \$200 and represents the best value.

The 2012 nominations from the *Pen World* Reader's Choice Awards provided Pilot Pen's 10th Best Maki-e nomination and their 7th win in the category.

Established in 1994, the *Pen World* Readers' Choice Awards recognize exceptional writing instruments that were featured in *Pen World* during the previous calendar year. The publication's staff carefully selected the nominees

across various categories of recognition, and then the nominees were shared with the reader of this affinity publication. *Pen World* readers cast their votes on the ballot included in the February issue to determine the winners.

Issued bi-monthly, *Pen World* has been the premier publication for fine writing instruments for more than two decades, with a readership of pen connoisseurs, collectors, business executives and manufacturers alike.

About Pilot Pen 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 line also includes the acclaimed Dr. Grip family of products, featuring an ergonomic, wide comfort grip that reduces writing fatigue, as well as the notable Precise V5 and G2 lines. Pilot Pen manufactures and distributes from its state-of-the-art, 305,000-square-foot-facility in Jacksonville, Fla.; its parent company is the oldest and largest manufacturer of writing instruments in Japan. For more visit www.pilotpen.us.

###