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## PILOT PEN SAYS “I LOVE YOU” TO MOM WITH HANDWRITTEN NOTES THIS MOTHER’S DAY

JACKSONVILLE, Fla. (May 10, 2013) – Want to show Mom how much you care this Mother's Day in a new way? Would you like to have a handwritten note delivered to your mom by Mother's Day, even though there isn't enough time left to send it through the mail? Let **Pilot Pen** do it the “write” way. Tell us one reason you love *your* mom using **#PilotPost** on the official Pilot Facebook (Pilot Pen), Twitter (@PilotPenUSA) and Instagram (@PilotPenUSA), and we'll create a personalized handwritten card just for her. All cards will be posted to our dedicated Pinterest board (<http://bit.ly/PilotPostMomsDay>) and our Facebook photo album on Friday, May 10, just in time for Mother's Day! When you use **#PilotPost** on Twitter, you will also have the chance to win incredible prizes throughout the weekend, including Pilot's Acroball<sup>®</sup>, FriXion Clicker<sup>®</sup>, and G2<sup>®</sup> pens.

Pilot believes in celebrating the importance of handwritten communication and the connectivity it brings to self-expression. Handwritten notes bring a message to life, in a way that e-mail or text cannot. Send your mom a note this Mother's Day via **#PilotPost**, letting her know why you love her so much, and re-connect with the power of the written word. In addition to writing mom a note this Mother's Day to give her a lasting reminder of your love, treat her to writing instruments from Pilot so she can effortlessly write a message back to you.

Pilot makes a variety of pens to fit with every personality. Whether your mom is stylish, hardworking, perfect, or refined, Pilot can help mom bring her personal messages to life.

**Acroball** –If your mom loves fashion, she'll appreciate Acroball's pop of color and stylish look. Acroball's grip & accents feature stunning spring Pantone colors and is available in both black and colored hybrid ink. Acroball offers the rich vibrance of gel

ink plus the quick-drying, water-resistance of ball point ink so mom can express herself effortlessly.

**G2** –G2 is proven to work 2X longer than any other brand -- sound like your mom? It's tireless and hardworking and therefore the perfect Go-2 pen for life's many tasks. This year, Pilot also launched the G2 Fashion Collection, boasting a striking barrel design available in a variety of vibrant colors, so mom can get it all done with even more style.

**FriXion Clicker** – Is your mom practically perfect? The new retractable FriXion Clicker will help her erase those infrequent errors. It writes incredibly smooth and erases completely with no mess! FriXion Clicker is mom's magic wand for making mistakes disappear – the written ones at least.

**MR Metropolitan** – For moms that are elegant and refined, the Metropolitan pen is a practical gift that doesn't skimp on style. Meticulously designed with a brass barrel and stainless accents and nib, it is available in three premium matte finishes and barrel designs. The Metropolitan pen helps mom polish her message and express herself elegantly.

### **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, currently maintaining 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 facility in Jacksonville, Florida; its parent company is the oldest and largest manufacturer of writing instruments in Japan. For more: [www.pilotpen.us](http://www.pilotpen.us).*

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