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PILOT PEN CELEBRATES THE ART OF SELF-EXPRESSION ON NATIONAL HANDWRITING DAY

JACKSONVILLE, Fla. (Jan. 22, 2013) – Pilot Pen, known for its high quality innovative writing instruments, encourages Americans to make their mark this National Handwriting Day, Jan. 23, 2013. In this digital age, where we've gained immediacy in our correspondence, we've also lost the intimacy and sincerity of a handwritten note. In celebration of National Handwriting Day, Pilot® invites you to rekindle this important way to connect with each other by simply picking up a pen and writing a note, bringing a message to life with handwritten words in a way that words on a screen cannot.

"We're delighted to celebrate National Handwriting Day and encourage people across the nation to express themselves through writing," said Ariann Langsam, Director of Consumer Marketing and Market Research, Pilot Corporation of America. "Pilot is committed to making sure people continue to embrace the power of the pen, keeping the connectivity of the written word relevant and enjoyable with our line of innovative products that allow you to select your perfect pen no matter who you are or what you write."

Celebrate National Handwriting Day with these fun ideas from Pilot Pen:

- Handwrite your **to-do list** – add some personality to daily routines and task lists by organizing priorities by color, using red ink for more important tasks and blue for lower priority activities. If your schedule changes, use the clean, smooth writing Pilot FriXion® pen to remove a cancelled task or appointment completely. With no eraser shavings or smears, you'll be able to re-arrange your to-do list and seamlessly conquer every detail of the day.

- **Leave thoughtful anonymous notes** around your home or office to give someone an unexpected pick-me-up – jot down a joke and place it in your son's lunch box to give him an extra smile at school, or stick a note on your co-worker's desk letting her know her cheery outlook always brightens your work day. Your kind words may even inspire someone else to pay it forward with a similar act of kindness.
- Take the time to **handwrite a letter** to a close friend – there is so much to be thankful for, and it makes people feel special to receive a handwritten note updating them or acknowledging a gift. Take the time to handwrite a letter to a close friend, or finally send those 'Thank You' notes from the holidays that you never got to! Be sure to use Pilot's ergonomically designed Dr. Grip Center of Gravity[®] pen designed for ultimate writing comfort, so you can comfortably catch up with old friends and generous relatives.
- **Start a handwritten journal or diary** – create an oasis in your crazy schedule to stop, think and convey your personal thoughts through writing. Write down all the lessons you've learned and new ideas and inspirations. Be sure to select the right pen(s) for telling the story of 'You.' Pilot's G2[®] is America's No. 1-selling gel ink pen, and with 14 colors and 4 point sizes there's sure to be one, or more, that are perfect for you. G2 is America's Go-2 pen because it writes smoothly and 2X longer than other gel ink pens, so you can write as much as you want, whenever you want.

Established in 1977, National Handwriting Day is celebrated annually on the birthday of John Hancock, the American founding father often remembered for his iconic signature on the Declaration of Independence. As a celebration of the importance of handwriting and the power it brings to self-expression, National Handwriting Day can aid in reminding today's digital society to re-connect and revitalize their handwritten communication.

How will you celebrate? Share your handwritten inspiration on Facebook ([Facebook.com/PilotPen](https://www.facebook.com/PilotPen)), Twitter (@PilotPenUSA) and Instagram (@PilotPenUSA) with

the hashtag #PowertothePen for a chance to see your creation featured on PowerToThePen.com.

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, 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.

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