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**JOIN PILOT PEN IN CELEBRATING VALENTINES DAY
WITH HANDWRITTEN LOVE NOTES**

Make This Noteworthy Occasion More Special with #PilotLoveGuru

JACKSONVILLE, Fla. (FEBRUARY 10, 2015) – Valentine’s Day is the one day a year designated for us to let our loved ones know how much we care. For centuries, great love has been commemorated with a handwritten love note. However, in this hectic digital age it is often difficult to sit down to pen and post a Valentines’ Day message. That’s where the Pilot Corporation of America (Pilot Pen) ‘Love Guru’ can help! Pilot Love Guru brings the heartfelt written word into the digital space by creating custom one-of-a-kind handwritten notes to send to those we love through Facebook (Pilot Pen), Twitter (@PilotPenUSA), Instagram (@PilotPenUSA) and Instagram (@PilotPenUSA). This is the third year of #PilotLoveGuru, and Pilot has already played cupid for hundreds of lovers and friends.

This year Pilot is inviting everyone who enjoys giving or receiving handwritten messages of love to join us in this celebration of written words of affection by tagging your loved one on social media using #PilotLoveGuru. “It’s important to share heartfelt sentiments all year round, but noteworthy occasions like Valentine’s Day provide the opportunity for us to stop and think about those we love,” said Ariann Langsam, Director of Consumer Marketing at Pilot. “There’s a unique magic that happens when pen meets paper, and we want to make it simple for our followers and friends to share that magic in the digital realm.”

Follow these three simple steps to join in the handwritten #PilotLoveGuru movement this Valentine’s Day:

Step 1: Tweet, tag, comment or share your sweetheart or Valentine’s name to Pilot using #PilotLoveGuru on Instagram, Twitter or Facebook

Step 2: The specially trained Love Gurus at Pilot will handwrite a personalized and heartfelt note and send it to your Valentine via the selected social network

Step 3: Share #PilotLoveGuru, so your friends will join in and you can help us spread the love this Valentine’s day.

Pilot Pen is committed to keeping the unique connectivity of the handwritten note front and center this Valentine's Day, and every day. Try one of Pilot's innovative writing instruments to help make your messages a perfect reflection of how you feel:

FriXion Clicker - With the incredible, erasable FriXion Clicker you can write and erase, and rewrite until you get your message just right! Retractable FriXion Clicker has a new kind of ink – uniquely formulated to write smoothly and erase cleanly, over and over. With FriXion Clicker you will never write a mistake again, guaranteed!

MR Collection - The 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. For those who want to be a little bolder there is the MR Animal Collection, the middle ring of this exotic line brings a touch of your wild side to everything you write. Why not say 'I love you' by gifting this luxurious yet affordable pen with your love note?

Follow Pilot's Valentine's Day Love Guru on Facebook.com/PilotPen, Twitter and Instagram @PilotPenUSA using #PilotLoveGuru for a chance to win hourly prizes including assorted FriXion Clicker pen packs, notebooks and much more.

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.

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