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**PILOT PEN'S VBOARD MASTER RECYCLED, REFILLABLE DRY ERASE  
MARKER EARNS TOP MARKS FROM TEACHERS IN A RECENT IN-  
CLASSROOM STUDY**

JACKSONVILLE, Fla. – June 25, 2012 – VBoard Master, Pilot Pen's eco-friendly, refillable whiteboard marker, outperformed top competitors after extensive in-classroom testing by teachers, earning top marks from 96 percent of participants in this K-12 Educator Study. After assessment across key measures, including ink color, erasability, odor, tip durability and ink life, VBoard Master was preferred over competitor brands by 74 percent of participants.

With a one-of-a-kind refillable ink cartridge system, one VBoard marker is equivalent to five competitor brand markers and can reduce waste by more than 50 percent, making it the "greenest" and best performing dry erase marker on the market. The VBoard Master is made from 91 percent recycled materials and belongs to Pilot's BeGreeN line of earth-friendly writing instruments.

"Pilot is proud to be a part of the earth-friendly movement, providing consumers with a wide selection of responsible choices," said Ariann Langsam, Director of Consumer Marketing and Marketing Research for Pilot Pen. "Pilot is committed to meeting consumers' unmet writing needs with high quality writing instruments that offer smooth, comfortable writing that align seamlessly with an everyday commitment to make our planet cleaner and healthier, both for us and our children."

VBoard Master is at the top of its class, earning A+ results across the board, with more than 63 percent of study participants rating the VBoard better than competitors in terms of erasability, low ink odor and durability. If refilled, VBoard Master offers a significant cost savings over competitive markers,

making it a smart choice for your budget and for the planet. More than 90 percent of study participants likely refill the VBoard to reduce waste and save money.

Available in five vibrant ink colors, from outstanding orange to brilliant blue, VBoard Master inspires creativity and self-expression in the classroom. Proven to last longer and write better than other brands, VBoard Master allows teachers and students to let imaginations run wild, making learning and discovering new ideas an exciting, eco-friendly adventure.

### **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 a line of recycled pens (BeGreeN), including the Bottle 2 Pen (B2P) made from recycled water bottles. Pilot currently maintains the top share position in the gel and rolling ball pen categories with the notable G2 Gel Ink and the Precise V5/V& Rolling Ball pen 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](http://www.pilotpen.us).*

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