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THIS VALENTINE'S DAY, INK WHAT IS IN YOUR HEART WITH PILOT PEN

#PilotLoveGuru pens handwritten love notes to valentines from coast to coast

JACKSONVILLE, Fla. (Feb. 12, 2014) – Each year 196 million roses, along with the traditional sweets like chocolate and candy, are purchased by romantic souls as Valentine's Day gifts. Alone these demonstrations of affection are fleeting at best. Sending a handwritten heartfelt note, card or love letter, that can become a cherished keepsake adds an element that can withstand the test of time and even be shared with future generations. What could be more touching than discovering a handwritten love letter written to your grandmother decades ago?

"Let's be honest, we don't save the texts or tweets we receive no matter what the content, but I've saved every handwritten card and romantic note that my husband's ever sent me," said Ariann Langsam, Director of Consumer Marketing of Pilot Corporation of America. "Throughout the centuries, written words of love ranging from letters to poems have made their mark, and have become part of our culture. Even in today's digital world, nothing can replace the connectivity and intimacy of the handwritten word."

For those who need a little help finding the right words, or don't want to worry about postage, Pilot is helping romantics make a lasting impression this Valentine's Day. Bringing the written word into the digital space, the Pilot Love Guru will once again be playing cupid by creating unique messages of love as part of a **special program on its official Facebook (Pilot Pen), Twitter (@PilotPenUSA), Instagram (@PilotPenUSA) and Snapchat (pilotpenusa)**. Pilot's 2013 Love Guru Campaign connected hundreds of valentines, and our goal is to spread even more written love this year.

To participate and say “I Love You,” “Be Mine”, “I Miss You”, “I have a Crush on You”, or anything else (not too racy, please!) use **#PilotLoveGuru** and follow these steps:

- **Step 1:** Tweet, tag, comment or share your crush or Valentine’s name to Pilot using Instagram, Snapchat or Facebook
- **Step 2:** Pilot Love Gurus will handwrite a personalized and heartfelt love note and send it to your Valentine via the selected social network
- **Step 3:** Your Valentine is surprised and happy -- getting you bonus points for thinking outside the box, the candy box that is

During February, why not also use these incredible Pilot Pens to craft an additional love letter, note, or list of things you want to do with your significant other:

FriXion Clicker

With the NEW incredible, erasable FriXion Clicker you can write and erase, and rewrite until you get your love note 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!

G2 Fashion

America’s Go-2 pen has a stylish new look with a colorful floral design! The #1 Selling G2 product line delivers smooth writing, long lasting gel ink, in four point sizes and lots of colors to fit any point personality. Along with giving flowers this Valentine’s Day, why not surprise your significant other with a floral G2 Fashion pen?

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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