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**PILOT PEN CELEBRATES OVERACHIEVEMENT
IN TELEVISION DURING 2016 EMMYS**

*Pilot to Highlight Writing Instruments that Help Stars Script their Success
at the GBK Pre-Emmy Awards Lounge*

JACKSONVILLE, Fla. (Sept. 13, 2016) – Every great television show begins with the words of a writer, crafted into a script, interpreted by a director and brought to life by an actor. This Emmys season, Pilot Corporation of America (Pilot Pen) is celebrating overachievement in television, from writing and directing to acting and beyond, along with the tools used to script success, as part of the brand's G2 Overachievers initiative.

Off screen, Pilot is partnering with one of television's very own ultimate overachievers – writer, producer, role model and game changer, Shonda Rhimes. Together, the partners are recognizing everyday overachievers across the country with the G2 Overachievers Grant – a \$50,000 grant to help enhance the reach of these ordinary heroes who excel, not only in their professional endeavors, but in their personal passions as well, giving back to their communities in innovative and impactful ways. The Grant serves to emphasize the incredible things these overachievers do every day, while sharing a vital tool that keeps up with their fast paced lives – the Pilot G2. Whether it's editing a TV script like Shonda or jotting down a new business idea, Pilot's G2 is the ultimate pen for the everyday overachiever.

As America celebrates the best in television, Pilot Pen is challenging celebrity overachievers to share what overachieving mantras helped them script their own success, while highlighting the overachieving G2 pen, at the GBK Pre-Emmy Awards Lounge. The event will be held on September 16 and 17 at the Viceroy L'Ermitage in Beverly Hills, Calif., and will showcase the best of Pilot's overachieving writing instruments.

“The written word plays a starring role in scripting the success of television’s most ambitious and renowned writers, directors and actors who are being honored for their artistic overachievement through their Emmy Award nominations,” said Ariann Langsam, Director of Marketing. “At Pilot, we believe in the power of the written word and are thrilled to celebrate the industry’s top overachievers, the words through which they express themselves and connect with audiences, the overachieving mantras by which they work and live and the timeless writing instruments that overachieve right along with them, through our partnership with the GBK Pre-Emmy Awards Lounge.”

Celebrities and Emmy Award Nominees will be able to experience the smooth performance and unmatched quality of Pilot’s signature writing instruments at the GBK luxury lounge. Crafted by and for everyday overachievers, this collection of Pilot’s most performance-ready pens truly makes a statement:

- The *G2* gel ink pen is perfect for overachievers that possess a passion for performance and strive to be the best in everything they do. As America’s No. 1 selling and longest writing gel ink pen, G2 is the ultimate pen for the everyday overachiever.
- The *G2 Limited* is Pilot’s premium incarnation of G2, combining the unsurpassed smooth writing of G2 gel ink with a sophisticated metal barrel in rich matte color, premium metal accents and a comfortable color coordinated rubber grip.
- The epitome of timeless quality and performance, Pilot’s *Ageless* line features striking colors and finishes, each with a unique, patented double-twist mechanism that retracts the entire tip of the pen to create a clean, polished look.

GBK attendees will also have the opportunity to overachieve for their favorite charities by participating in Pilot’s philanthropic social media campaign, ‘Pilot Purpose.’ Guests will be invited to share what overachieving mantra helped them script their own success, along with the name of their charity of choice, and share it on their personal social media pages using #PilotPurpose. The celebrity

with the most follower engagement, including likes, shares, and comments, will receive a \$5,000 donation to their charity on behalf of Pilot.

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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.