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PILOT PEN IS ON THE ROAD TO MISTAKE-FREE WRITING
*Makers of America's No. 1-selling gel ink pen debuts the
smooth writing, completely erasable FriXion Clicker pen*

JACKSONVILLE, Fla. – June 25, 2013 – Pilot Corporation of America (Pilot Pen) has launched its first-ever mobile tour to celebrate the launch of the new retractable, smooth writing and completely erasable FriXion Clicker gel ink pen. The tour includes scheduled stops at stores across the nation and runs through Oct. 1. The FriXion Mobile Tour is designed to allow consumers to experience the benefits of FriXion Clicker's revolutionary erasable ink first hand, providing the freedom to write smoothly, erase completely and re-write as many times as needed, so no one has to know it wasn't perfect the first time.

At each stop, consumers will be invited to join the fun and bring their 'mistake-free' written words to life by creating and sharing personalized postcards. Custom postcards will be printed on site with photos taken in the FriXion Photo Booth. Attendees are encouraged to #PenItFwd by writing (and rewriting, if necessary) the perfect note to someone special on a postcard with FriXion Clicker erasable gel ink pens. Consumers can then place the postcards in the 'Pilot Post' mailbox located conveniently on site for delivery via the U.S. Postal Service. The "Mistake-Free Writing" crew will be distributing coupons for FriXion Clicker pens at each event, encouraging consumers to make mistakes a thing of the past, at an excellent value, this upcoming school year.

Visitors can also bring the power of their written words into the digital space by sharing images of their handwritten notes on Instagram or Twitter using hashtag #PenItFwd. Connecting through a written note can be even more rewarding with

#PenItFwd, as all tagged posts will be entered into the #PenItFwd sweepstakes for a chance to win a Nikon D700 camera and assortments of Pilot pens.

Mobile Tour visitors who write with Pilot's FriXion Clicker pen will understand immediately how it is a completely new and different kind of erasable pen. With an innovative clip-click mechanism, FriXion Clicker is the first erasable pen that is retractable. Its revolutionary ink is designed to disappear completely from the page with erasing friction and its unique erasing tip does not break down or leave behind messy eraser crumbs. Consumers using Pilot's FriXion Clicker pens at the Mobile Tour events will be able to write, erase and re-write until they find just the right words for the perfect message.

"The FriXion Clicker erasable gel ink pen is really a break-through product. We want consumers to try it out for themselves on the FriXion 'On the Road to Mistake-Free Writing' Mobile Tour and see how smoothly it writes and how cleanly it erases." said Ariann Langsam, Director of Consumer Marketing and Market Research, Pilot Pen. "This is a very exciting time for Pilot – embarking on our first national mobile tour and getting first hand reactions to our innovative, one-of-a-kind FriXion Clicker erasable gel ink pen from our consumers."

Pilot Pen will be stopping at more than 100 retail locations from July until October, including upcoming stops in the following cities:

- NYC - July 29
- Lynchburg, VA – August 19
- Charlotte, NC – August 29 & 30
- Atlanta, GA – September 4
- Fayetteville, AR – September 8
- College Station, TX – September 22
- Austin, TX – September 23
- Jacksonville, FL – September 27
- Tallahassee, FL – September 28

- Orlando, FL – September 29
- Boca Raton, FL – October 1

For a full list of tour stops, please visit PowertothePen.com/MobileTour.

The brand invites consumers to interact with Pilot Pen at the tour stops and on Instagram and Twitter using #PenitFwd during the tour. Visit facebook.com/PilotPen and twitter.com/PilotPenUSA for more details.

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 and currently maintains the top share position in the gel and rolling ball pen categories. Pilot's product offering also includes the acclaimed Dr. Grip family of products, featuring an ergonomic, wide comfort grip that reduces writing fatigue; the G2, America's No. 1-selling gel ink pen, proven to last 2X longer than other brands; as well as the notable Precise V5/V7 lines. Pilot Pen manufactures and distributes from its state-of-the-art 305,000 square foot facility in Jacksonville, FL. Its parent company is the oldest and largest manufacturer of writing instruments in Japan. For more visit www.pilotpen.us.

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