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**PILOT PEN ENHANCES CREATIVITY AND ERASES NEGATIVITY
DURING 2017 TEEN CHOICE AWARDS**

Pilot to showcase writing instruments that help creative minds write fearlessly and erase doubt at the GBK Pre-Teen Choice Awards Lounge

JACKSONVILLE, Fla. (Aug. 11, 2017) – Pilot Pen Corporation of America (Pilot Pen) will be the title sponsor of the 2017 GBK Pre-Teen Choice Awards Lounge, taking place August 11 and 12 at the Houdini Estate in Los Angeles, Calif. At the lounge, Pilot Pen will be challenging celebrity role models to share the “fearless phrases” that helped them cast away fear, embrace their creativity and pursue their dreams, while showcasing a range of Pilot’s most innovative writing instruments – the FriXion line of erasable pens and markers.

As celebrity role models come together for the 2017 Teen Choice Awards, Pilot Pen is celebrating these creative and fearless figures, along with the power of their words and the writing instruments they use to express them, to inspire youth nationwide. More influential than ever, today’s entertainment and sports icons have the power to inspire the next generation to be original and bold by enhancing creativity and erasing negativity.

To help teens that may be struggling, Pilot Pen is encouraging parents, students and celebrities to help erase bullying – something many have faced – through their ‘Erase Bullying for Good’ campaign. Developed in partnership with STOMP Out Bullying™, the leading bullying prevention organization in the U.S., the campaign aims to raise awareness and develop programs to combat bullying behaviors in schools across the country. Thanks to sales of FriXion Clicker – the number 1 selling erasable pen in the US that helps students enjoy mistake-free writing – Pilot Pen will have donated \$350,000 to the campaign between 2015 and 2018. To date, STOMP Out Bullying™ has helped over 5 million kids and

teens address their bullying issues, and has saved more than 5,300 lives through their HelpChat support hotline.

“There is so much power in written and spoken words and so many of the Teen Choice Award Nominees we’re celebrating have used their words and deeds to empower and inspire their young fans,” said Ariann Langsam, director of marketing for Pilot Pen. “Through our partnership with the GBK Pre-Teen Choice Awards Lounge, we’re excited to be able to celebrate teens’ favorite celebrity icons, and highlight the creative power of positivity through our incredible line of FriXion erasable pens.”

Celebrities and Teen Choice Award Nominees will be able to experience the smooth writing and unmatched quality of Pilot’s FriXion line of erasable pens at the GBK Pre-Teen Choice Awards Lounge. Crafted with unique thermo-sensitive ink to allow endless do-overs and infinite creativity, this collection of Pilot’s most innovative pens is designed for writing fearlessly:

- Pilot’s *FriXion Clicker* erasable, retractable gel ink pen is the perfect tool for expressing ideas on paper without fear of mistakes. As America’s No. 1 selling erasable pen, the FriXion Clicker writes smoothly and erases cleanly, allowing users to create and recreate endlessly.
- The new *FriXion ColorSticks* from Pilot have a unique slim barrel, designed to feel and erase like traditional pencils, but with the smooth writing benefits of a gel ink pen – a fun and innovative tool for putting thoughts to paper, from brainstorming and business plans, to movie scripts and song lyrics.
- Creatives of all ages can unleash their imagination with the new colorful *FriXion Colors* erasable bold point marker pens – the newest innovation in marker pen technology, in a wide range of vibrant colors to express every idea.

GBK attendees will also have the opportunity to support their favorite causes by participating in Pilot’s philanthropic social media campaign, ‘Pilot Purpose.’ Guests will be invited to share the “fearless phrases” they use to erase

doubt and stay confident every day, along with the name of their charity of choice, and share it on their personal social media pages using #PilotPurpose. The celebrity post 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.