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## **PILOT PEN CELEBRATES TIMELESS ART OF SELF EXPRESSION**

*Pilot Brings the Rich History of the Written Word  
to the GBK Pre-Golden Globes Celebrity Gift Lounge*

JACKSONVILLE, Fla.- January 6, 2014 - **Pilot Corporation of America (Pilot Pen)**. Pilot is celebrating artistic excellence and self-expression, by commemorating the 72<sup>nd</sup> annual Golden Globes Awards as title sponsor of the GBK Pre-Golden Globes celebrity gift lounge. The GBK lounge will be hosted at the W Hotel in Hollywood just prior to the Golden Globes on January 9th and 10th.

“The pen is a powerful artistic tool, with the written word playing an important role in every screenplay, script and story,” said Ariann Langsam, Director of Consumer Marketing. “Pilot is pleased to celebrate the best in the industry, and the best of our writing instruments, through our partnership with the GBK Pre-Golden Globes celebrity gift lounge.”

Pilot’s finest pens, which are part of the Namiki Maki-e Collection, are truly works of art. Each fountain pen in the Namiki Maki-e Collection takes months to create and is acknowledged as an exceptional example of Maki-e. Maki-e is a Japanese decorative art form dating back over 1,500 years, which requires numerous years of training and apprenticeship.

Pilot’s Namiki Maki-e fountain pens feature intricately detailed, painstakingly handcrafted scenes which are created using numerous layers of Japanese urushi lacquer, 18-karat gold dust, and mother-of-pearl inlays. Every Namiki Maki-e fountain pen delivers a completely customized writing experience as the 18 karat gold nib conforms to the writer’s personal writing style.

Pilot will be showcasing three Maki-e pens at the GBK lounge:

*The Namiki Limited Edition Yukari Royale<sup>1</sup> ‘Golden Rose’ fountain pen is inspired by the beauty of the rose. This beauty is brought to life with Mother-of-Pearl accents, 18 karat gold dust and Urushi lacquer. Only 150 limited edition pens have been produced. Each of these striking ‘Golden*

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<sup>1</sup> Yukari Royale fountain pens have larger pen bodies which feature intricate lacquering techniques.

Rose' pens was created and decorated by the skilled Maki-e artisan Yutaka, renowned for his skill in Japan.

*The Namiki Yukari Royale Dragonfly* fountain pen depicts two stunning raden (abalone shell) accented dragonflies as they hover around a lotus flower, which represents good luck. The dragonfly is a symbol of courage in Japanese culture often referred to as 'Kachimushi', which translates to 'Victory Bugs.'

*The Namiki Emperor Crane* fountain pen was created to honor the Crane, considered to be a symbol of both good fortune and longevity in Japan. On this stunning fountain pen, the cranes are illuminated against an evening sky with gleaming raden (abalone shell) and 18 karat gold accents.

Along with being able to view these Namiki pens at the GBK lounge, visitors will be given the opportunity to test out Pilot's innovative Vanishing Point retractable fountain pen and the FriXion Clicker Erasable gel ink pen.

While visiting the gifting suite, celebrities will be invited to be part of this Japanese origami crane tradition which states that if you fold 1000 origami cranes you will be granted a wish. Pilot's exhibit will display 1000 origami cranes, and the attendees will be invited to write a wish for their charity of choice and share it through Social Media using #pilotwish. The celebrity with the most shares, retweets and regrams will receive a \$5,000 donation to their charity on behalf of Pilot Pen.

#### **Pilot Pens gifted to attendees include:**

##### ***Vanishing Point***

Vanishing Point is the world's first and favorite retractable fountain pen which makes a statement before you write a single word. The Vanishing point combines engineered to deliver an exceptional writing experience. with striking finishes, black matte accents and a rhodium plated 18K gold nib.

##### ***FriXion Clicker***

The FriXion Clicker is an entirely new kind of erasable pen perfect for everyday writing. It's retractable, has striking good looks, and has a new kind of ink that has been formulated to write smoothly and erase cleanly. Join the 'mistake free writing revolution'; with FriXion Clicker you will never write a mistake again, guaranteed!

**Follow Pilot Pens' adventures at the Golden Globes on [Facebook.com/PilotPen](https://www.facebook.com/PilotPen), [Twitter](https://twitter.com/PilotPenUSA) and [Instagram @PilotPenUSA](https://www.instagram.com/PilotPenUSA) and make sure to help repost your favorite celebrity nominated charities to help them win \$5,000 donated by Pilot Corporation of America.**

**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, 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](http://www.pilotpen.us).

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