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PILOT PEN PROMOTES ERASING BULLYING IN SCHOOLS WITH FRIXION CLICKER ERASABLE GEL INK PEN

*Pilot Partners with STOMP Out Bullying Again in 2016
For “Erase Bullying for Good” Campaign*

Jacksonville, Fla. (July 26, 2016) – Pilot Corporation of America (Pilot Pen) is once again teaming up with STOMP Out Bullying, the leading national bullying and cyberbullying prevention organization, to invite parents and students to help end the bullying epidemic through their “Erase Bullying for Good” campaign. The campaign aims to help erase bullying in U.S. schools by utilizing the funds raised from sales of the FriXion Clicker erasable gel ink pen, which allows one to “Write Fearlessly” through its smooth writing and clean erasing capabilities, to raise awareness and support STOMP Out Bullying’s educational and assistance programs. Pilot is donating a total of \$125,000 to help address this serious issue that affects nearly one in four American students.

“Every year Pilot Pen strives to provide students with the best tools to tackle the school year in the form of high quality writing instruments, but after witnessing the increasing prevalence of bullying and cyberbullying in America we also want to help erase this serious issue in our schools,” said Ariann Langsam, Director of Marketing at Pilot Corporation of America. “STOMP Out Bullying’s programs are a wonderful resource for those affected by bullying and Pilot is proud to continue supporting the organization’s wonderful mission.”

Pilot Pen has also partnered with lifestyle expert, TLC star and mom, Gretta Monahan to help parents erase bullying in their child’s life with the following tips:

1. **Pay attention – look and listen:** It’s important to recognize your child may be scared to come to you, and asking them about bullying directly may intimidate

them. Be sure to listen, look out for signs that something is wrong and have conversations about bullying often.

2. **Encourage becoming an ‘upstander’, versus a bystander:** It is crucial to empower children to stand up for themselves and others when they witness bullying.
3. **Monitor online activity:** The increased pervasiveness of cyberbullying can seem alarming, and even overwhelming, but keeping an open dialogue with your child about their online activity will help you recognize signs of cyberbullying.

“It’s vital that you pay attention and ask questions if something seems to be wrong with your child,” said Gretta Monahan. “Empower children to stand up for themselves and others when they witness bullying. Monitor your child’s online activity in a way that will help you recognize and address signs of cyberbullying.”

Parents and students can get involved in Pilot’s “Erase Bullying for Good” campaign by (1) visiting stompoutbullying.org to access the valuable tools available, (2) discussing with their kids about how to respond if they experience or witness bullying, and they (3) can support funding for this valuable program by adding Pilot’s FriXion Clicker erasable pens to back-to-school shopping lists. With Pilot’s FriXion Clicker erasable gel ink pen students can “Write Fearlessly” and help erase the bullying epidemic in U.S. schools. To learn more, visit HelpEraseBullying.com or StompOutBullying.com

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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.

ABOUT STOMP OUT BULLYING:

STOMP Out Bullying is the leading national anti-bullying organization for kids and teens. An award winning pioneer on the issue, STOMP Out Bullying™ is recognized as the most influential anti-bullying and cyberbullying organization in America. It focuses on reducing and preventing bullying, cyberbullying, sexting and other digital abuse, education against homophobia, racism and hatred, decreasing school absenteeism, and deterring violence in schools, online and in communities across the country. It teaches effective solutions on how to respond to all forms of bullying; as well as educating kids and teens in school and online.

ABOUT GRETTA MONAHAN:

Gretta Monahan is a self-made lifestyle expert and mom. Raised by her grandmother and aunt in Boston, Gretta attended New York's Fashion Institute of Technology. She opened her first salon at age 24, and within 10 years, the sales of her multi-faceted beauty and fashion empire topped \$10 million. A graduate of Harvard Business School's Owners and Presidents Management Program, Gretta was selected as a case study for the school at only 34 years old. Her passionate spirit and expert advice has earned her regular appearances on The Rachael Ray Show, Good Morning America and a new TLC show.