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**PILOT PEN CELEBRATES ARTHRITIS AWARENESS MONTH WITH ITS
ERGONOMIC DR. GRIP CENTER-OF-GRAVITY LINE OF WRITING INSTRUMENTS**

JACKSONVILLE, Fla. – May 16, 2013 – For the estimated 50 million Americans living with arthritis, just picking up a pen to write a quick note can be a painful undertaking. The Dr. Grip Center of Gravity[®] (COG) writing instruments by Pilot Corporation of America are making writing comfortable again for those suffering with arthritis pain. With an ergonomic design that reduces stress on the hand, Dr. Grip COG allows for a significantly more comfortable writing experience. Proven to be approximately two times more comfortable than traditional ballpoint pens, according to a 2012 study by the Georgia Tech Research Institute, Dr. Grip COG pens surpass key competitors in overall comfort ratings and user satisfaction.

“At Pilot, we are committed to producing innovative, quality writing instruments to fit a variety of needs for all consumers,” said Ariann Langsam, Director of Consumer Marketing and Market Research at Pilot Pen. “The Dr. Grip Center of Gravity line of writing instruments delivers on this consumer promise, with a balanced cushion grip designed to ease the discomfort of writing for individuals with arthritis.”

As arthritis is the nation’s leading cause of disability affecting people of all ages, there is a growing interest for identifying “arthritis friendly” consumer products. Dr. Grip COG has earned the Ease-of-Use Commendation from the Arthritis Foundation for its alleviation of writing fatigue and elimination of joint stress. As the No. 1-selling ergonomic pen in the United States, Dr. Grip helps arthritis sufferers reduce writing discomfort and makes writing enjoyable again.

The smooth ink formula, combined with the Dr. Grip COG design, allows for an exceptional writing experience for every individual. Dr. Grip COG was proven to be significantly more comfortable for individuals both with and without

arthritis. The Dr. Grip line includes the Center of Gravity, the Limited and the newly introduced stylish FullBlack and PureWhite, so you don't have to sacrifice style for comfort. Dr. Grip is available in ballpoint, gel and mechanical pencil and can be found at retailers nationwide as well as online.

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.

* The Arthritis Foundation determines commendations for products after a careful evaluation process based on consumer use and formal analysis. The study cited in this release was performed to evaluate the ergonomic superiority of Dr. Grip COG versus key non-ergonomic, top selling ball point competitors. Product performance was evaluated across key measures, including "Using this product does not make me need to rest" and "I can use this product without uncomfortable hand positions."

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