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*The WRITE Way To a Cleaner Planet...*

## **PILOT BEGREEN TO SERVE AS OFFICIAL SPONSOR OF *KEEP AMERICA BEAUTIFUL***

**September 3, 2008** – The Pilot BeGreen brand of eco-friendly writing instruments is proud to announce that they have been named an official sponsor of Keep America Beautiful, the nation’s largest volunteer-based community improvement and education organization.

Keep America Beautiful (KAB), with its network of nearly 1,000 affiliates and participating organizations, and Pilot BeGreen share the same global commitment to the wellbeing of our planet. “Three years of research and development went into formulating our BeGreen line of earth-friendly pens and mechanical pencils,” explains Robert Silberman, Vice President of Marketing, Pilot Pen Corporation of America. “The BeGreen line will grow along with consumers’ growing interest in and concern for the wellbeing of our planet.

“Keep America Beautiful enthusiastically supports greener choices that help consumers reduce their daily impact,” says Matthew M. McKenna, President and CEO of Keep America Beautiful, Inc.” We commend Pilot for embracing this philosophy as well, and we are extremely thankful for Pilot’s support of our organization and mission.”

The BeGreen line of pens and mechanical pencils fits with KAB’s campaign to reduce, reuse, recycle and properly manage waste materials. Each BeGreen writing instrument is made from recycled content (at least 70%) and packaged in recycled materials. BeGreen costs the same as Pilot’s non-recycled counterparts and is widely available, which provides an easy choice for consumers. Further information can be found at [www.pilotbegreen.us](http://www.pilotbegreen.us).

For over 50 years, Keep America Beautiful ([www.kab.org](http://www.kab.org)) has encouraged people to take greater responsibility for improving their community environments by focusing on litter prevention, waste reduction, recycling, and beautification of public spaces. Their practical approach unites citizens, businesses and government to find solutions that advance these core issues.

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### **About Pilot Pen 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 line also includes the acclaimed Dr. Grip family of products that features an ergonomic, wide comfort grip that actually reduces writing fatigue. Pilot Pen manufactures and distributes from its state-of-the-art 275,000 square foot facility in Jacksonville, Florida; its parent company is the oldest and largest manufacturer of writing instruments in Japan.