PARKER MAKES A STATEMENT WITH THE EXPANSION OF ITS GROUNDBREAKING TECHNOLOGY

City, date — PARKER’s pioneering fine writing mode, Parker 5th Technology, has been met with astounding critical and consumer acclaim since its debut in 2011. Continuing on this success, this year sees PARKER roll out the innovation across three of its most inspired and desirable lines.

The exciting launch of Sonnet Feminine, Urban Premium and Parker IM Premium with Parker 5th Technology welcomes a new audience to experience one of the most important innovations in the recent history of fine writing. Additionally, each new collection features a range of finishes, allowing the modern trendsetter to choose the design that fits with their personal style.

Parker 5th Technology, introduced exclusively last year with the Parker Ingenuity Collection, transformed how we feel about fine writing by combining style with a true innovation. This revolutionary new mode of writing boasts the value of a metallic hood design, the superior experience of a soft writing feel that adapts to your writing style and the convenience of a clean refill. The combined result is unparalleled performance and superiority – the perfect modern fine pen.

Now, the unique Parker 5th writing mode is available in PARKER’s greatest design collections. The Sonnet Feminine Parker 5th Collection, designed exclusively for women, takes inspiration from the Pink Gold trend to create a range of dazzling, eye-catching lifestyle accessories. The Urban Premium Parker 5th Collection combines a lacquered, metallic finish with an Ebony or Pearl “Ciselé” pattern and a daring silhouette, making this collection irresistible to a bold, design-conscious crowd. Finally, the Parker IM Premium Parker 5th Collection is a timeless classic that strikes the perfect balance between modern elegance and performance.

By launching the latest writing technology with a variety of styles and finishes, PARKER creates more options to enter into the world of fine pens, ensuring the current resurgence in fine-writing continues apace. Modern tastemakers now have their choice of elegant, stylish writing accessories with an innovative writing mode that is designed to suit their lifestyle.

For further information – Press contact: Name – Tel no. – Fax no. – e-mail address

www.parkerpen.com – facebook.com/parkerpens
PARKER’S DEDICATED FEMININE DESIGN MEETS BREAKTHROUGH INNOVATION

PARKER’s groundbreaking new writing mode, Parker 5™ Technology is now available in a collection designed exclusively for women. Inspired by the Pink Gold trend, Sonnet Feminine Collection is a premium range of accessories in feminine and modern finishes. Already loved by women around the world, the elegance of the design is as covetable as a handbag essential as it is impressive in a professional setting. In feminine Pink Gold, subtle Pearl Lacquer and assertive and elegant Metal and Pearl Lacquer, the expert craftsmanship marks Sonnet Feminine Parker 5™ Collection out as a must-have accessory for discerning modern women. It speaks of confidence, style and depth, distinguishing its owner as a woman of taste and uniqueness.

PRODUCT FEATURES:

Sonnet Metal & Pearl Lacquer:
- A faceted “Ciselé” pattern embellishes the shiny metallic cap
- A subtle iridescent pearl lacquer barrel
- Pink gold PVD* ring
- Palladium plated emblematic PARKER arrow clip and button

Sonnet Pearl Lacquer:
- A subtle iridescent pearl lacquer finish
- Pink gold PVD* trims, emblematic PARKER arrow clip and button

Sonnet Pink Gold PVD*:
- A deep metallic pink gold PVD* with a modern vertical finishing
- Palladium plated trims, emblematic PARKER arrow clip and button

Recommended retail price in €**

Sonnet Feminine Parker 5™ Collection Metal and Pearl CT 180 €
Sonnet Feminine Parker 5™ Collection Pearl PGT 180 €
Sonnet Feminine Parker 5™ Collection Pink Gold PVD* CT 180 €

* PVD (physical vapor deposition) is an ultra-resistant coating process revealing underlying texture while providing colour and lustre. It is used in top luxury and technology industries like the watch, the glasses or the phone industry.

** VAT included
TRENDY DESIGN MEETS BREAKTHROUGH INNOVATION

PARKER’s groundbreaking new writing mode, **Parker 5th Technology** is now available in an edgy collection, created for those who love being at the forefront of innovative design and technology. The daring, curvy silhouette, dynamic chiselled pattern and glossy plating are available in contemporary **Pearl** or **Ebony Lacquer**. **Urban Premium Parker 5th Collection** is a stylishly unique accessory ideal for the confident and assertive crowd who know what they want and where they are headed. This modern design, compete with the unparalleled writing experience of **Parker 5th Technology** introduces a new generation who thinks outside the box to the alluring world of fine pens.

**PRODUCT FEATURES:**

**Urban Premium Ebony CT:**
- Metallic Ebony lacquer finish
- Modern and curvy ergonomic shape
- PARKER’s “Ciselé” pattern reinterpreted in deep chiselled shifting décor
- Emblematic PARKER arrow clip

**Urban Premium Pearl CT:**
- Iridescent Pearl lacquer finish
- Modern and curvy ergonomic shape
- PARKER’s “Ciselé” pattern reinterpreted in deep chiselled shifting décor
- Emblematic PARKER arrow clip

**Recommended retail price in €***

- **Urban Premium Parker 5th Collection Ebony CT** 82 €
- **Urban Premium Parker 5th Collection Pearl CT** 82 €

* VAT included
MODERN ELEGANCE MEETS BREAKTHROUGH INNOVATION

PARKER’s groundbreaking new writing mode, Parker 5th Technology is now available through the Parker IM Premium Parker 5th Collection. The graphic design reinterprets PARKER’s timeless classic “Ciselé” pattern and is available in three covetable finishes mixing glossy gunmetal and chrome plating. Thanks to the innovation of Parker 5th Technology, the collection also offers a peerless writing experience. The launch of the new technology into the Parker IM Premium Collection creates an entry point into the world of fine writing. The streamlined and modern Parker IM Premium Parker 5th Collection is an invaluable asset for business and pleasure.

PRODUCT FEATURES:

- **Parker IM Premium Deep Gun Metal Chiselled:**
  - Metallic pen with “Ciselé” décor on cap and barrel
  - Deep gun metal finish obtained by a refined dark metallic alloy
  - Emblematic PARKER arrow clip

- **Parker IM Premium Twin Chiselled:**
  - Metallic pen with refined vertical chiselling on cap and barrel
  - Combination of shiny chrome cap and deep gun metal barrel
  - Emblematic PARKER arrow clip

- **Parker IM Premium Shiny Chrome Chiselled:**
  - Metallic pen with shiny, pure chrome surface
  - Fine-lined selective chiselling
  - Emblematic PARKER arrow clip

Recommended retail price in €*

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Price €</th>
</tr>
</thead>
<tbody>
<tr>
<td>PK IM Premium PARKER 5th Collection Deep Gun Metal CT</td>
<td>66</td>
</tr>
<tr>
<td>PK IM Premium PARKER 5th Collection Twin Chiselled CT</td>
<td>66</td>
</tr>
<tr>
<td>PK IM Premium PARKER 5th Collection Shiny Chrome CT</td>
<td>66</td>
</tr>
</tbody>
</table>

* VAT included
NEW STYLISH COLORS AVAILABLE FOR PARKER 5TH TECHNOLOGY

Parker 5™ Technology 2012 product expansion is not only a triumph of superior writing experience and elegant craftsmanship, it also affords increased opportunity to express his or her unique sense of style, thanks to four exciting and daring new ink colours for the Parker 5™ Technology Refill. Whether you are feeling playful or professional, serious or seriously stylish, there is an innovation in colour to suit your taste. The new Parker 5™ Technology ink colours, now in glossy packaging, include peacock blue, olive green, burgundy and purple. Those with an eye for trends are sure to find it hard to resist collecting all four new shades.

PRODUCT FEATURES:

- Four new stylish colours join the existing Black and Blue options in Fine and Medium points:
  - Peacock Blue
  - Olive Green
  - Burgundy
  - Purple
- Smart glide tip rapidly adjusts to your personal writing style after writing just a few words
- A simple, clean refill process
- An intense and clear rendering
- Prevention of hand-smudging on the page
- Elimination of pressure, impact and temperature-induced ink leaks

Parker 5™ Refill

Recommended retail price in €*

6,50 €

* VAT included