



For Immediate Release

New Beretta Pistol to Feature LaserMax Laser and Light

May 3, 2013 (Rochester, NY) – At the 142nd NRA Annual Meetings and Exhibits in Houston, Texas today, Italian firearm legend Fabbrica D'Armi Pietro Beretta announced their newest pistol innovation featuring integral laser and light technologies furnished by LaserMax.[®] Chambered in .380 ACP, the Beretta[®] Pico[™] can be modified to .32 ACP with a simple barrel replacement. In fact, every element of the pistol was designed for user customization, from the frame to the quick-change dovetail sights. Light, durable, and easy to draw from concealment, the Pico represents an enviable entry by Beretta into the popular micro-compact pistol market. With base models starting at just \$399, these clever USA-made pistols are expected to fly off the shelves as soon as they begin shipping in August.

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Measuring a slender 18mm at its widest point, the Beretta Pico is distinguished from rival micro-compact pistols by a truly unique modular design. The pistol's stainless steel slide assembly encapsulates a discrete sub-chassis which bears the firearm serial number. In contrast to conventional frame serialization, this attribute enables the firearm to accept an array of interchangeable polymer frames at the user's discretion. Recognizing that laser sighting dramatically improves shooting performance while white light helps quickly identify a threat, Beretta commissioned LaserMax to supply frames with integrated tactical lights and lasers as upgrades for the Pico.

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"It was Beretta's objective to provide the finest selection of enhancements to the cutting-edge Pico pistol platform and LaserMax is delighted to have been selected for the collaboration," explained Jeff Mock, LaserMax VP of Engineering. "Our design teams worked extremely well together and the result was a fully-integrated system that we feel is far greater than the sum of its parts." In both LaserMax frame configurations, the light source, electronics and power supply are encased within the dust cover area, seamlessly fusing the functional optics with the pistol frame and adding no bulk to interfere with concealment. Rafe Bennett, VP of Product Marketing for Beretta, described LaserMax as a "vital partner" and the laser and light frames as the "key elements" in Pico's accessory lineup. Bennett further emphasized that it was LaserMax's "diligence and professionalism" that made the Pico project possible on an accelerated time line. In his view, the marriage of laser sight expertise and pistol development know-how has yielded the "perfect laser or light solution for an ultra compact pistol."

The Beretta Pico and LaserMax frame combinations will be offered as completed firearm assemblies and the laser and light frame options will also be sold separately as an upgrade to the base model. Those wishing to add a splash of color will have the opportunity to select black, flat dark earth, white and purple frames to complement the Pico's stainless steel slide. For more information on the new Beretta Pico pistol, please visit berettausa.com.

Now in its 24th year, LaserMax is a market leading producer of premium laser systems. Specializing in the design and manufacture of rugged and innovative firearm sighting solutions for military, law enforcement and commercial markets worldwide, the company also delivers premium laser products and optical systems for the semiconductor, aerospace, biomedical and telecommunications industries. Since the company's first laser inventions in 1989, LaserMax has grown to become a global leader in laser systems, developing significant intellectual property and being awarded several primary patents in laser technology. LaserMax is an ISO 9001:2008 certified and WOSB 8(m) certified Women-Owned Small Business. All LaserMax products are designed and manufactured in a state-of-the-art facility in Rochester, NY, USA.