



LaserMax Announces Green CenterFire Laser Sight for Ruger LC9 and LC380

For Immediate Release

January 11, 2013 (Rochester, NY) – LaserMax® is excited to announce the introduction of a highly visible green CenterFire® laser sight for Ruger® LC9™ and the newly introduced LC380™ pistols. This sight joins LaserMax's previously-released red laser, now offering customers the choice between red and green. Custom designed around the firearm, the CenterFire offers seamless integration with the front portion of the pistol frame, placing the emission point of the laser beam immediately under the bore for the highest accuracy. User installed in minutes – without the need for parts change or gunsmith – the CenterFire offers the most compact and robust laser solution available.

Intelligently designed, the CenterFire laser features LaserMax's signature Controlled Activation™ in the form of a simple, ambidextrous toggle switch that allows both left and right-handed shooters to activate the laser only when needed, avoiding an inadvertent and potentially risky reveal of the user's position. Location of both laser and activation switch puts the trigger finger in a position that reinforces NRA rules for safe handling of firearms and also prevents any potential blocking of the beam by the shooter.

LaserMax's product development road map is established largely in response to consumer demand. "We make it a point to listen to the market," said Kurt Worden, LaserMax VP of Commercial Sales. "A CenterFire laser for the LC9 and LC380 was a good choice because of the strong market demand for these types of pistols." Conscious of how important holster choice is to the consumer, LaserMax also made a point to collaborate with popular holster manufacturers during development. "We wanted to ensure that custom leather would be available at launch time," commented Worden. "Galco and Desantis have already developed holsters to accommodate the LaserMax-equipped Ruger models and several other holster makers are close behind."

Out of the box ready, the CF-LC9-G is factory pre-aligned for POA/POI at 10 yards. A supplied tool also enables user adjustments to windage and elevation. The 1/3N Lithium cell battery provides one hour of continuous runtime and replacement batteries are readily available. With a suggested retail price of just \$249, there is no better laser solution for this popular pistol. Shipments are expected to begin by the end of February.

Complete information on LaserMax product offerings is available at lasermax.com or by phone at (800) 527-3703. A detailed product catalog can also be requested from LaserMax 3495 Winton Place, Rochester, NY 14623.

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. 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, New York, USA.

Contact:

Celia Crane
Public Relations Manager
(585) 272-5420 ext. 325
ccrane@lasermax.com

3495 Winton Place
Rochester, NY 14623
lasermax.com

###