



For Immediate Release

LaserMax Guide Rod Laser for GLOCK Goes Green

August 16, 2013 (Rochester, NY) – LaserMax today announced the official debut of the world's first green Guide Rod Laser™ for GLOCK® Safe Action™ pistols. The green Guide Rod Laser joins LaserMax's well-established line of red Guide Rod Lasers for popular semi-auto pistols. Incorporating LaserMax Native Green™ laser technology, the new Guide Rod Laser offers all the intelligent design features, reliability and ease of use of the original red Guide Rod Laser with the added advantage of enhanced visibility under daylight shooting conditions. The initial product offering will equip most full size and compact GLOCK models.

The first sighting system to incorporate a recent breakthrough in laser technology, LaserMax's green Guide Rod Laser emits a bright green aiming point that enables fast and accurate target acquisition while dramatically increasing the speed of follow-up shots. "The Guide Rod Laser is the smallest and most robust laser to enter the market," commented Kurt Worden, LaserMax VP of Commercial Sales. "Now, with the enhanced visibility of green over red paired with native green's stability over a broad range of temperatures and maximized battery life, there is no better laser sight available today."

At one with the gun,™ the LaserMax Guide Rod Laser sight system replaces the factory spring guide and recoil spring with a ruggedized laser assembly that incorporates the diode, electronics and battery source. Because it is housed completely within the firearm, installation of the sight does not restrict holster choice or effect grip ergonomics in any way.

Produced exclusively by LaserMax, Guide Rod Lasers have been field tested through over 20 years of combat experience by SWAT, Special Forces, federal agencies, presidential security services, and other armed professionals. Unlike lasers that turn on automatically, a modified slide lock lever serves as LaserMax's signature Controlled Activation™ switch, allowing the shooter to operate from concealment without risking a potentially dangerous reveal of his or her position. Placement of the laser and switch also reinforce the NRA's rules for safe handling of firearms and prevent any potential blocking of the beam, which projects from immediately under the bore for the highest accuracy.

The first green Guide Rod models offered will be compatible with GLOCK models 17, 17L, 17 Gen4, 18, 19, 19 Gen4, 20, 20SF, 21, 21SF, 22, 22 Gen4, 23, 24, 31, 32, 34, 35, 37 and 38. Like all LaserMax products, the green Guide Rod Laser will be covered by an industry-leading 5 year warranty. First shipments are expected to hit retail shelves mid to late September at a suggested retail price of \$449.

Complete information on LaserMax product offerings is available at lasermax.com. For the most up-to-date product information and announcements, customers are also encouraged to follow LaserMax on Facebook and Twitter.

Now in its 25th year, LaserMax is the market leading producer of premium laser systems. Specializing in 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.

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