

FOR IMMEDIATE RELEASE

Press Contact
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Rochester, NY - November 14, 2016 - LaserMax announced today that Jay Duncan will join the executive management team to direct and lead the marketing efforts for the innovator and manufacturer of high quality laser sighting systems.

"Jay is a strategic hire for LaserMax as we focus our branding, product offerings and message on delivering high quality laser aiming solutions to the consumer." said Chris Tinkle, Chief Sales Officer for LaserMax. "Jay brings a ton of experience, and he's an inspiring leader who exemplifies LaserMax's core values, I'm excited to have him on our team."

Mr. Duncan has over a decade of experience in marketing in the shooting sports industry. That experience provides Jay with the skills and talent for developing, implementing, and supervising the marketing initiatives of LaserMax in support of organizational strategy and objectives.

"I am profoundly honored to join LaserMax," said Duncan. "I have enormous respect for the team and I am excited to contribute to the company's continued success and growth. LaserMax is uniquely positioned in the firearms accessory market with incredible product offerings for both Self Defense and Military markets. This creates an awesome opportunity to tell the wonderful story of this iconic brand via captivating marketing initiatives"

Prior to joining LaserMax Duncan most recently held the position of Director of Sales and Marketing for Gorilla Ammunition where he executed all sales channel development and directed all aspects of marketing. Prior to his time at Gorilla Ammunition Mr. Duncan also served as the Vice President of Sales and Marketing for Daniel Defense for over 8 years.

About LaserMax

Now in its 26th year, LaserMax is a leading innovator of premium laser systems with a growing portfolio of significant patents. 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 and has been recognized by Inc. 500|5000 as one of the fastest growing companies in the U.S.