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January 9, 2017

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LaserMax announces GripSense Activation Technology

Rochester, NY - January 9, 2017 - The new activation technology from LaserMax is coined GripSense™ and offers users dual activation choices via instant on with capacitive touch or button controlled activation.

"Offering consumers the ability to choose between modes of button activation or GripSense activation is really incredible" said Chris Tinkle, Chief Sales Officer for LaserMax. "Our GripSense Technology is a safe and tactically sound instant on capability that consumers have desired for years, while still providing the ability to have controlled activation."

The Patent Pending GripSense Technology utilizes similar capacitive sensing technology to smartphones, in that the product contains a detection zone in the area that users middle finger indexes the trigger guard of the firearm and senses the user's grip on the firearm and activates the light or laser instantly. The user has the option to turn off the light or laser with the push of a button or disable the GripSense Activation and rely solely on the button activation.

"I am very proud of our team and excited to see the market's reaction to our new GripSense Technology," said Chris Tinkle. He added, "Our team has been very careful to work on an 'instant on' solution for laser aiming devices. We challenged our Engineering team to develop a solution that met customer demand while ensuring that the product doesn't comprise proper doctrinal use of laser aiming devices in law enforcement or self-defense use cases. Our team delivered an incredible solution in GripSense Technology."

LaserMax released its GripSense technology at distributor shows last week and plans a full debut at the 2017 Shot Show in Las Vegas, Nevada on January 17, 2017.

About LaserMax

Now in its 26th year, LaserMax is a leading innovator and designer of premium laser aiming 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.

