

FOR IMMEDIATE RELEASE

March 10, 2017

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LaserMax, Inc. Names Daniel J. Maier Chief Financial Officer

Rochester, NY – March 10, 2017 – Daniel J. Maier has been appointed Chief Financial Officer of LaserMax. Mr. Maier most recently served as LaserMax's Vice President of Finance and Controller. He will report to Chief Executive Officer Susan Houde-Walter.

"It is a distinct pleasure to work with a professional like Dan Maier. Dan's leadership in financial management and strategy have helped LaserMax achieve dynamic growth in recent years," remarked Houde-Walter. "We look forward to his continued achievement as LaserMax expands in the years to come."

"LaserMax is the most innovative and quality driven company that I have had the pleasure to work with," said Dan Maier. "The entrepreneurial spirit that has existed for over 25 years continues to bring industry changing technology to the shooting sports industry and contributing to this team is an amazing experience."

Dan Maier joined LaserMax in 2012 as Director-Financial Planning & Analysis and Corporate Controller. In 2014 he was promoted to Vice President of Finance. He has more than twenty years of experience in operations, finance and accounting roles of increasing responsibility with Xerox Corporation, Birds Eye Foods, Robbins & Myers and IEC Electronics. Mr. Maier holds a B.S. in Business Management from St. John Fisher College, and an MBA from the Simon School at the University of Rochester.

About LaserMax

Now in its 27th 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 was recently recognized as one of the fastest growing companies in the U.S. by Inc. 500 | 5000.