



For Immediate Release

LaserMax Now Shipping CenterFire for Kahr

July 11, 2013 (Rochester, NY) – LaserMax® today announced that the CenterFire™ for Kahr is now shipping. This eagerly anticipated line extension rounds out the popular CenterFire laser series, which dynamically improves the shooting performance of America's favorite compact pistols.

First introduced in 2011, the CenterFire quickly set a new standard for integrated laser sighting technology. In contrast to aftermarket laser sights that are clearly add-ons, the unique customization of each CenterFire model results in flawless integration with the front portion of a pistol frame. Firearm giants such as Ruger and Colt have adopted the system for resale and are now also marketing select pistol models with the laser component pre-installed at their factories.

Compatible with all Kahr P, PM, CM and CW series models chambered in 9mm and .40 S&W, the newest CenterFire emits a bright red aiming dot on target, providing an established training and tactical advantage over fixed sights alone. The CenterFire for Kahr joins models for other popular compact pistols including the Smith & Wesson Shield, the Beretta Nano, the Ruger LC9, LCP and LCR as well as the Colt Mustang.

The CenterFire laser features LaserMax's signature Controlled Activation™ in the form of a simple, ambidextrous toggle switch which is tapped on by a properly indexed trigger finger. Unlike lasers that turn on automatically, this intelligent design feature enables 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 is emitted from directly under bore for the highest level of accuracy.

User installed in minutes, CenterFire lasers come factory pre-aligned for POA/POI at 10 yards and fine adjustments can be made to windage and elevation with a supplied hex tool. Over four hours of continuous runtime are expected from a single 1/3N Lithium cell battery. Compatible with Kahr P9, P40, PM9, PM40, CM9, CM40, CW9 and CW40 pistols, the CenterFire is available through the LaserMax store (www.lasermax.com) and LaserMax resellers for a suggested retail price of \$129.

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. Since the company's first laser inventions in 1989, LaserMax has grown to become a global leader in laser systems, developing significant intellectual property and being awarded several primary patents in laser technology. 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, NY, USA.

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