



For Immediate Release

LaserMax Introduces the CenterFire for Kahr Pistols

June 5, 2013 (Rochester, NY) – LaserMax® today announced the addition of a new CenterFire™ laser system for Kahr subcompact pistols. Compatible with all Kahr P, PM, CM and CW series models chambered in 9mm and .40 S&W, the CenterFire emits a bright red aiming dot on target, providing an established training and tactical advantage over fixed sights alone.

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.

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.

"Each CenterFire sports a minimalist design that mirrors the color, texture and styling of the firearm it is designed around," explained Kurt Worden, LaserMax VP of Commercial Sales. "Kahr pistols were a natural area of expansion in this rapidly growing family and we are pleased to be meeting an established market demand." 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.

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 will retail for \$129. Shipments are scheduled to begin in July.

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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