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### **LaserMax introduces Lasers with GripSense Activation for Ruger LCP II**

Rochester, NY – July 12, 2017 - LaserMax will begin offering new lasers with GripSense Activation in both Red and Green for the Ruger LCP II in late August, continuing the proliferation of the Patent Pending GripSense Activation Technology to the LaserMax product offerings.

GripSense Activation Technology uses an innovative detection zone to sense the user's grip on the weapon and instantly activates. This activation method does not alter the shooter's natural hand position when firing, and requires no button, nor the use of any special holsters. Also the new GripSense activation method dramatically reduces the likelihood of accidental discharge due to sympathetic reflex when trying to manipulate a button style switch.

"LaserMax has seen an incredible response to our CenterFire products with GripSense Activation Technology for the S&W Shield and the Ruger LC9s. Offering GripSense for the LCP II was a natural evolution of the product line and we are excited to bring new technology to more Ruger firearms" said Chris Tinkle, Chief Sales Officer for LaserMax. "The Ruger LCP II is an incredibly popular firearm, and with good reason. Our CenterFire Laser in red or green with GripSense Activation Technology will certainly enhance the user experience for the LCP II."

### **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 manufacturing 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.

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