

FOR IMMEDIATE RELEASE

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LaserMax Adds Marketing Staff

May 13, 2016 (Rochester, NY)—LaserMax is delighted to announce the recent hiring of Chris Moon as Marketing Operations Coordinator. In his role, Chris will provide operational support and events facilitation to further the company's key marketing initiatives.

"Chris Moon's diverse experience, vibrant energy and attention to detail make him a fantastic addition to our progressive marketing team," said Celia Grimes, Director of Marketing. "Bringing him onboard represents a significant stride toward my goal of forming the industry's highest performing marketing department. I have every confidence that his outstanding background in print and production will enhance LaserMax's overall capabilities.

"Moon brings to LaserMax over 25 years of customer service and marketing support experience from a variety of positions. Most recently, he served as a Customer Service/Production Manager for the Digital Marketing Service Group at Cohber Press, Inc., driving daily marketing objectives with an emphasis on quality improvement.

Complete information on LaserMax products is available at www.lasermax.com. For the latest LaserMax news, follow LaserMax on Instagram, Twitter, Facebook and YouTube.

About LaserMax

Now in its 26th 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, and biomedical, 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.