

FOR IMMEDIATE RELEASE

May 26, 2017

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## LaserMax Announces the Introduction of Improved Packaging for Their Iconic Product

Rochester, NY – May 26, 2017 – The LaserMax Guide Rod® laser has been a revolutionary product from its introduction over two decades ago and today, LaserMax announces the introduction of improved packaging for this iconic product. The improved Guide Rod Laser packaging includes a collectible tin, custom cut foam, and a luxuriously styled, printed sleeve. This new packaging is being manufactured at the LaserMax plant in Rochester, NY. Production began in May and will arrive at retailers this summer.

The development of the new package design reflects LaserMax's commitment to providing exceptional service, value and support to their customers. "The LaserMax Guide Rod laser has been the flagship for our brand for over 26 years. I am excited for our retailers and customers, that the Guide Rod laser finally gets the packaging it deserves," said Chris Tinkle Chief Sales Officer for LaserMax.

The new package design will provide customers globally with a consistent brand appearance for all LaserMax products that will be easily recognized and distinguished. Not only will the outward appearance of the new Guide Rod boxes be noticeably different, but customers will also appreciate the enhanced physical characteristics.

### 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.