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For Immediate Release

LaserMax Launches Experticity's 3point5.com to Boost Sales and Enhance Customer Buying Experience

August 5, 2015 (Rochester, NY) — LaserMax, the principal innovator of laser sights for firearms, has partnered with Experticity to engage its most influential brand experts through Experticity's 3point5.com knowledge and incentives network. With 3point5, LaserMax will be able to empower sales associates with the knowledge they need to impact buying conversations. The network also incentivizes associates with exclusive discounts on LaserMax products upon completion of a given training. LaserMax will be able to better accomplish its primary objectives of driving sales and facilitating premier buying experiences for customers through passionate brand advocates on the sales floor.

"The people who have the most brand and product knowledge have the greatest impact on buying conversations," said John Reagh, Senior Vice President of Sales at Experticity. "We're excited to help LaserMax increase sales by arming sales associates with the expertise needed to give customers better buying experiences."

Consisting of two concise modules, 3point5 educates sales associates about LaserMax's unmatched portfolio of ruggedized lasers, lights and firearm accessories, which stem from over 25 years of experience. "With significant turnover at most retail counters, keeping staff trained and knowledgeable is more challenging than ever," said Chris Tinkle, Chief Sales Officer at LaserMax. "We see 3point5 as the best vehicle to create retail sales experts that are confident in customer interactions." Retail associates are encouraged to visit www.3point5.com/LaserMax to register.

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About Experticity

Experticity, Inc. is growing the world's largest community of influential experts to drive retail sales and create premier buying experiences through its expert knowledge platform, 3point5.com and its expert incentive platform, ProMotive.com. Together the platforms bring together thousands of the most innovative, forward-thinking brands and retailers and hundreds of thousands of trusted product experts to drive better sales and an improved customer buying experience. The company's on-demand and performance-based products enable brands and retailers to educate, deliver incentives and foster firsthand product experience to credible, category-specific experts as well as collect important insights and analyze their effectiveness. By fostering long-term, high-value relationships, manufacturers see better results, retailers improve performance, experts are rewarded for their knowledge and consumers have better buying experiences. Experticity currently works with over 650 brands, 70,000 retail locations and nearly 1.5 million influential experts. Learn more about the company at www.experticity.com.

Complete information on LaserMax products is available at lasermax.com or by phone at (800) 527-3703. For the latest LaserMax news, follow LaserMax on [Instagram](#), [Twitter](#), [Facebook](#), [Gun District](#), 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, 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.