

FOR IMMEDIATE RELEASE

February 1, 2017

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## ***LaserMax awards Beretta, OEM Partner of the Year at 2017 SHOT Show***

Rochester, NY - February 1, 2017 - Last week at the SHOT Show, the Shooting Industry's largest trade event of the year, LaserMax presented Beretta with an award for being the company's OEM Partner for the Year. LaserMax presented awards to partners in other sales channels but the top performer for OEM was Beretta.

"Beretta is honored to receive this recognition from LaserMax," said Rafe Bennett, Vice President of Product Marketing for Beretta. "LaserMax has been a great OEM partner to Beretta. We look forward to having many more OEM products with LaserMax over the coming years."

"Beretta has been an outstanding organization to be partnered with," said Chris Tinkle Chief Sales Officer for LaserMax. "When our engineering team unites with Beretta's engineering's team, the results are incredible, producing laser integration with world renowned Beretta design and craftsmanship."

### **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.

### **About Beretta**

Beretta's output is approximately 1,500 Firearms a day and covers just about the entire range of portable Firearms: over-and-under and side-by-side rifles for hunting and competition in different calibers and finish grades, semiautomatic rifles and carbines, express double rifles, semiautomatic pistols (from .22 short to .45 automatic calibers), and assault rifles. An estimated 90% of Beretta's production consists of sporting firearms, with more than 75% of its arms being exported to about one hundred countries. In the early 1990s Beretta added to its traditional sporting guns production a complete line of hunting apparel and accessories, clay target shooting and outdoor sports items which rapidly earned it a reputation for high-tech content and understated elegance. The first Beretta Gallery was inaugurated in New York in 1995. Other galleries were opened in Dallas, Buenos Aires, Paris and Milan. In December 2005 a new Beretta Gallery in the centre of London was opened.