

FOR IMMEDIATE RELEASE

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LaserMax awards partner Gander Mountain at 2017 SHOT Show.

Rochester, NY - February 2, 2017 - Last week at the SHOT Show, the Shooting Industry's largest trade event of the year, LaserMax presented Gander Mountain with an award for being the company's Retailer of the Year. LaserMax presented awards to partners in other sales channels but the top retailer for LaserMax was Gander Mountain.

"Gander Mountain couldn't be more excited to receive this award from LaserMax," said Mike West, Product Manager, of Gander Mountain. "LaserMax really pushes the envelope on providing innovative products at a great value for our customers and we greatly appreciate their partnership in this growing category."

"Gander Mountain and LaserMax have enjoyed a long term, outstanding relationship," said Russell Datson Director of Retail Sales for LaserMax. "Mike's team has been instrumental in our growth trajectory and also pleasure to work with. We look forward to continuing our tremendous relationship with this premier outdoor retailer through the coming years."

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 Gander Mountain

Gander Mountain Company, Inc. is headquartered in St. Paul, MN and is a retail network of stores for hunting, fishing, camping, and other outdoor recreation products and services. Gander Mountain Incorporated began as a catalog-based retailer in Wilmot, WI. Wilmot is located Gander Mountain, the highest point in Lake County, IL a short distance across the state line. There are currently 152 Gander Mountain stores in 26 states.

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