

FOR IMMEDIATE RELEASE:

VIRIDIAN® ANNOUNCES TOP INDUSTRY GUESTS ON-STAGE AT NRAAM 2017

Minneapolis, MN—April 23, 2017

Viridian® announced today the list of guest speakers joining host, John Sheahan, on the company's **JUST THE FACTS™ stage** during the National Rifle Association Annual Meeting and Expo on April 28-April 30, 2017 in Atlanta, GA. "The NRA expo is a special show," said Viridian Director of Marketing, Mike Dinndorf. "We felt compelled to create something truly unique for the NRA members in attendance this year and I believe the content we produce will be nothing short of amazing."

In addition to showcasing the weapon technology products Viridian is so well known for at the company's NRA Expo booth, the booth will include a stage featuring top-level industry insiders, trainers and thought leaders who will share their personal insights and commentary on a wide range of topics purposefully chosen for the NRA member audience. Hosting each segment will be John Sheahan; a 25-year veteran SWAT operator, Sergeant and Deputy Director of the Las Vegas Metro Police Department.

"I'm so excited to be hosting such an amazing list of guests," said Mr. Sheahan. "How often do you have the opportunity to take part in 1:1 conversations with the likes of Massad Ayoob, Rob Pincus and Mark Walters...to name just a few! The real bonus is that all of these on-stage conversations will take place on Viridian's **JUST THE FACTS™ stage**, which will allow hundreds of NRA members to listen in and take part in the discussion as it happens."

Viridian's **JUST THE FACTS™ stage** will be located on the main aisle at booth #5234 and will feature guests Friday, Saturday and Sunday during the NRAAM and Expo. Each session will include a brief Q&A opportunity for NRA members to ask related questions; and video of each segment will be filmed and shared on Viridian's website at the conclusion of the expo.

****Guest list and schedule on next page****



VIRIDIAN[®]
WEAPON TECHNOLOGIES™

**For more information please
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Viridian® *JUST THE FACTS*™ stage schedule

NRAAM & EXPO – Atlanta, GA BOOTH #5234

FRIDAY, April 28

10:00am	Mark Gurney	Ruger®
11:00am	Rob Pincus	PDN Network®
1:00pm	Mark Walters	Armed America Radio®
3:00pm	Kevin Michalowski	USCCA®
4:00pm	Rob Leatham	Springfield®

SATURDAY, April 29

10:00am	Sabrina Karels	USCCA® Legal Advisory Board
11:00am	Rob Pincus	PDN Network®
1:00pm	Tom Kehoe	Project Appleseed
2:00pm	Massad Ayoob	Author/Trainer/Influencer
3:00pm	Mark Walters	Armed America Radio®
4:00pm	Dusty Sourfe	Taurus®

SUNDAY, April 30

10:00am	Sara Cade	MN Gun Owner Caucus
11:00am	Rob Pincus	PDN Network®

*schedule subject to change

ABOUT VIRIDIAN WEAPON TECHNOLOGIES

Viridian® is the leader in weapon-mounted technology and responsible for a number of firearm innovations including green and red laser sights, FACT™ weapon-mounted cameras, ECR® INSTANT-ON® Activation, TacLoc® holsters, taclights, LED weapon-mounted illuminators and shooting accessories. Headquartered in Minneapolis, Minnesota, Viridian is devoted to implementing cutting-edge technology to design compact, powerful self-defense products for the civilian, military, and law enforcement markets. Viridian products are designed and built in the USA.

Website: <http://www.ViridianWeaponTech.com>
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