

FOR IMMEDIATE RELEASE:



VIRIDIAN® ANNOUNCES MIKE DINNDORF AS DIRECTOR OF MARKETING

Minneapolis, MN—October 19, 2015

Viridian® is excited to announce the hiring of Mike Dinndorf as the company's Director of Marketing; responsible for brand management, marketing services and creative design. "Viridian is thrilled to have Mike join the team." said company President/CEO Brian Hedeem. "He brings a wealth of marketing experience and executive leadership talent to the organization, which is ideal as we position our brand for 2016 and beyond."

Dinndorf has successfully driven brands such as Geek Squad, Best Buy and Rollerblade during his career; most recently leading the marketing team at Ergodyne. "Viridian is a phenomenal brand with a healthy obsession for product innovation." said Dinndorf. "With my background and Viridian's entrepreneurial spirit, it's a perfect fit to drive market share and elevate the brand to a whole new level."

For more information

please call:

800-990-9390

or visit:

ViridianGreenLaser.com

Contact:

Mike@ViridianGreenLaser.com

ABOUT VIRIDIAN GREEN LASER SIGHTS

Viridian® is the fastest growing laser sight manufacturer in the nation, responsible for a number of industry-leading product innovations in green and red laser sights, taclights, ECR® Instant-On® technology, TacLoc® holsters, and shooting accessories. Headquartered in Minneapolis, Minnesota, Viridian is devoted to utilizing cutting-edge technology to offer 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.viridiangreenlaser.com/>

Facebook: <https://www.facebook.com/viridian.green.laser>

Twitter: <https://twitter.com/ViridianLasers>

Instagram: <http://instagram.com/viridiangreenlaser>

###