

FOR IMMEDIATE RELEASE:

## VIRIDIAN® ANNOUNCES NEW PRODUCT LINE SPECIFIC FOR OEM & INDUSTRY PARTNERSHIPS

Minneapolis, MN—August 17, 2016

Viridian® announced today the launch of the **E-Series™**, the company's newest laser sight product line developed specifically for OEM partnerships and special make up packages. "Viridian has yet another quality solution for our industry partners!" said Brian Hedeem, Viridian President and CEO. "Our company goal is to provide consumers, dealers and firearm manufacturers a wide variety of product solutions to satisfy their needs, and the new **E-Series™** further expands the Viridian product line to meet that goal."

The new **E-Series™** from Viridian® is engineered to fill a key void for firearm manufacturers; offering a high-quality AND value-priced laser sight designed to flawlessly integrate with firearm manufacturer's highest-volume pistols. "E is short for *Essential*." stated Director of Marketing, Mike Dinndorf. "The basic definition of essential is *absolutely necessary; extremely important*. At the root of it, a laser sight is essential for target acquisition. By maintaining our high standards of construction and laser quality while purposefully de-features the product to provide only the essential features and benefits, the **E-Series™** is now the perfect solution for OEM's and industry partners who desire to offer their customers a high-grade, price-sensitive laser sight solution in conjunction with their firearms."

The **E-Series™** is a new line of trigger guard mounted laser sights that boast the maximum intensity red laser allowed by the US government. Utilizing years of R&D experience developing the successful Viridian Reactor® line of trigger guard mounted laser sights, each **E-Series™** model is engineered to perfectly fit a specific firearm and will offer the following features:

- Laser Intensity: 5mW peak 650nm red laser
- Laser Range: Effective up to 25 yards in daylight/1 mile at night
- Laser Adjustment: Factory preset with easy windage & elevation adjustments
- Auto Shut-Off: Unit shuts off after 5 minutes to conserve battery
- Battery: 6+ hours of constant laser with one (1) 1/3N battery
- Activation: Ambidextrous on/off switch

Look for upcoming OEM partnership announcements featuring the new **E-Series™** in the near future. For more information on OEM opportunities with Viridian®, contact Eric Haase at [Eric@ViridianGreenLaser.com](mailto:Eric@ViridianGreenLaser.com).

**For more information**

**please call:**

800-990-9390

**or visit:**

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## 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, LED weapon-mounted illuminators and shooting accessories. Headquartered in Minneapolis, Minnesota, Viridian® is dedicated to the innovation and design of compact, weapon-mounted, self-defense products for the conceal & carry, civilian, military, and law enforcement markets. Viridian® products are designed and built in the USA.

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