

FOR IMMEDIATE RELEASE:



**CREATE THE ULTIMATE SELF-DEFENSE SYSTEM
WITH THE VIRIDIAN® ECR™ INSTANT-ON™
HOLSTER UPGRADE KIT**

Minneapolis, MN—April 1, 2014

Imagine upgrading your favorite holster to ignite your Viridian the moment you draw. Now you can with Viridian's ECR Instant-On holster upgrade kit. The kit comes with everything needed for an easy modification.

Immediate response is critical in winning a deadly encounter. That's why Viridian invented Enhanced Combat Readiness™ (ECR™). Just drawing your gun ignites the laser and taclight without fumbling with buttons, sliders or unfamiliar grips. This must-have feature is standard on all Viridian lasers and taclights.

"ECR Instant-On gives individuals an option." says

Joe Houser, Viridian Marketing Director and defensive pistol and NRA instructor. "I can carry my Viridian equipped pistol and use the on/off buttons for activation. If I want to use ECR Instant-On, I simply turn the unit on before holstering. My holster turns the unit off and allows it to come back on instantly when drawn. That's the beauty of the system."



The ECR Instant-On Holster Upgrade Kit has an MSRP of \$14.99 and is available to purchase directly from Viridian and at shooting retailers across the country.

For more information

please call:

800-990-9390

or visit:

ViridianGreenLaser.com

Contact:

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

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