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VIRIDIAN® RAMPING UP R&D: “GREEN LINE SUPPORTING THE BLUE LINE”

Minneapolis, MN—September 16, 2015

Considering recent events across the country, Viridian® announced today it will step-up efforts to drive additional product innovation to further protect law enforcement professionals and civilians alike.

“Viridian already offers more green-laser trigger guard products than anyone else in the industry.” said company President/CEO Brian Hedeem. “In the wake of recent tragedies across the nation, the Viridian R&D team is stepping up development to add even more laser-sight options to our product assortment. We like to think of it as *the green line supporting the blue line.*”

Rich Nance, police officer and tactical trainer with Wortac CQC said, “In situations when 1/100th of a second matters, even the most highly trained shooter needs to seize every potential advantage. A Viridian-equipped weapon with ECR® INSTANT-ON™ technology maximizes my reaction time when it counts most.”

Today Viridian offers more than 50 various green laser, red laser and tactical lighting solutions; including its proprietary ECR® INSTANT-ON™ technology that automatically ignites the laser and/or taclight the moment a gun is drawn from the holster.

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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