

FOR IMMEDIATE RELEASE:

## VIRIDIAN NAMES HOUSER SALES AND MARKETING DIRECTOR



GREEN LASER SIGHTS

Minneapolis, MN— May 13, 2013 — Viridian, the nation's fastest growing laser sight/light manufacturer, is pleased to introduce Joe Houser as its new Sales and Marketing Director. He will be responsible for all sales and marketing, including managing sales channels, developing and executing marketing and advertising strategies, and working closely with Viridian's research and development department on new products.

Houser brings significant sales and marketing experience to the role, having spent almost 20 years delivering impressive results in several industries. Most recently, he was Sales Manager for Shooting Sports Retailer magazine with Grand View Media Group.

"We're excited to add Joe to the Viridian team," said CEO Brian Hedeem. "His expertise in firearms and defensive shooting, combined with his extensive business experience, make him a perfect fit."

Houser is an active USPSA / IDPA / 3-gun competitive shooter, NRA Certified Instructor, and defensive pistol instructor. He holds a BA in Organizational Management and Communication from Concordia University in St. Paul, Minnesota.

### ABOUT VIRIDIAN GREEN LASER SIGHTS

Viridian Green Laser Sight is the nation's fastest growing laser sight manufacturer. Headquartered in Minneapolis, Minnesota, Viridian Green Laser Sight is devoted to utilizing cutting edge laser technology to offer compact, powerful, green lasers, for military, law enforcement, and civilian usage. While not the original developer of green laser technology, Viridian Green Laser Sight was the first company to offer a compact green laser sight for use on pistols. Viridian Green Laser Sight, and its patent pending technology, make them the world's leading green laser sight manufacturer. The company prides itself on offering the brightest and highest quality laser sights available. Viridian Green Laser Sights are designed and built in the USA.



**For more information  
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800-990-9390

**or visit:**  
[ViridianGreenLaser.com](http://ViridianGreenLaser.com)

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