

FOR IMMEDIATE RELEASE:



## **VIRIDIAN® TO SHOWCASE NEW LINE OF WEAPON-MOUNTED LED ILLUMINATORS AT NRA 2016 ANNUAL MEETING & EXHIBIT SHOW**

Minneapolis, MN—May 17, 2016

Viridian® announced today it will be showcasing its new line of weapon-mounted LED illuminators at the upcoming 2016 NRA Annual Meetings & Exhibits show in Louisville, Kentucky May 20-22. “Response to this new product line has been absolutely tremendous; and we are very excited to showcase it to the thousands of NRA members who will be in Louisville when they attend the annual meetings this month.” said Brian Hedeem, Viridian’s President/CEO.

“The Illuminator Series™ is a dream product for the outdoorsman; especially hog and varmint hunters who require dependable, long-range illumination at night to ensure target identification without spooking their prey.” said Mike Dinndorf, Director of Marketing. “Perhaps our biggest surprise so far has been the feverish demand of the white LED models for self-defense purposes. In a very crowded tactical flashlight market, we are very encouraged to see how well this product has been accepted.”

The Viridian® Illuminator Series™ includes the V-100™, V-200™ and V-300™; with the V-300™ boasting a range of 370 yards and an electronic Power Zoom™ feature that allows the user to focus the intensity of the beam with the effortless touch of a finger. Each unit is powered by CREE® LED technology and ships complete with three different weapon mounts, lithium batteries and remote tail cap. All three models are available in green, red, white and IR LED versions. The Illuminator Series™ MSRP ranges from \$119 - \$229 and is in stock and ready to ship.

### **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, weapon-mounted LED illuminators 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>

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**For more information**

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