

FOR IMMEDIATE RELEASE:



VIRIDIAN® ANNOUNCES MAP HOLIDAY FOR THE HOLIDAYS

Minneapolis, MN—November 17, 2016

In a response to the Black Friday and Cyber Monday frenzy that drives aggressive pricing across every retail channel each year, Viridian® will be suspending enforcement of the company's MAP policy for authorized resellers from November 20 – December 4, 2016. Authorized Viridian dealers may advertise all Viridian products during this MAP holiday at any price.

“The post-election blues has dealers feeling increased pressure to sell-through inventory prior to the start of the New Year,” said Matthew Plowman, General Counsel for Viridian. “Viridian steadfastly enforces its MAP program for the benefit of our authorized retail partners. Yet, we believe the need to support our customers during this critical time of their fiscal year warrants this decision.”

Viridian's MAP holiday begins at 12:00am on November 20 and ends 11:59pm on December 4. Authorized resellers will be expected to monitor their advertised pricing with the understanding that Viridian's MAP policy enforcement will be in effect beginning December 5, 2016.

For information regarding the provisions of Viridian's MAP policy, please visit www.ViridianGreenLaser.com/MAP.

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/>
Facebook: <https://www.facebook.com/Viridian.Green.Laser>
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For more information

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ViridianGreenLaser.com

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