

FOR IMMEDIATE RELEASE:



VIRIDIAN® RELEASES 2016 RANGE PROGRAM EARLY TO DRIVE DEALER Q4 SALES

Minneapolis, MN—October 13, 2015

Viridian announced today the early release of its 2016 Range Program, several weeks ahead of the crucial 2015 holiday selling season. The reason for the program's early release is to provide range customers the opportunity to maximize holiday sales with incremental accessory and rental revenue.

“When a range offers a laser to its rental customer, the desired result is much more than just incremental rental fees. It’s an opportunity for the dealer to convert a high-margin accessory sale.” said Viridian Sales Director Andy Scott. Viridian’s goal is to provide its customers with programs that drive their bottom line sales; and what better time to do it than Q4. “Waiting until January to announce the 2016 Range Program simply didn’t make sense.”

The Viridian Range Program allows gun range owners the opportunity to purchase up to three Viridian models for their rental programs at savings of approximately 50% off traditional dealer pricing.

For additional information and to learn if your range qualifies for the program, contact Viridian at Sales@viridiangreenlaser.com or call Viridian’s straight-shootin’ staff at 1-800-990-9390.

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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**For more information please
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or visit:

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