

FOR IMMEDIATE RELEASE:



RUGER INTRODUCES THE LCP AND LC9, FACTORY-FIT WITH VIRIDIAN® REACTOR GREEN LASER SIGHT OR TACLIGHT.

TALO DISTRIBUTORS EXCLUSIVE AT DEALERS NOW!

Minneapolis, MN—December 10, 2013

Sturm, Ruger & Co., Inc. (NYSE: RGR) introduces the immensely popular Ruger® LCP and LC9 pistols factory-equipped with Viridian® Reactor green laser sight (R5) or Reactor tactical light (RTL).

Fans of green lasers understand the advantage of a beam that is up to 50 times brighter than conventional red lasers for around-the-clock, all-conditions targeting indoors or out. Now these shooters can get this exceptional technology as a Ruger factory package available exclusively through TALO distributors.



If a taclight-equipped pistol is preferred, the LCP or LC9 fitted with the Reactor RTL is the choice to make. It illuminates over twice the horizontal area of standard taclights, thanks to exclusive wide-beam Radiance™ lighting technology that puts the beam where it's needed most.

“These Rugers have been two of the most popular handguns in the country for several years. We are extremely excited to partner with Ruger to introduce the Reactor to more consumers across the country.” said Viridian President Brian Hedeem.

For more information

please call:

800-990-9390

or visit:

ViridianGreenLaser.com

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Every LCP and LC9 fitted with a Reactor green laser or taclight comes with a pocket holster and is equipped with exclusive ECR™ Instant-On technology. ECR™ Instant-On shuts the laser/light off while holstered. The laser/light instantly ignites the moment the weapon is drawn. ECR eliminates fumbling with buttons, unfamiliar grips, and the delay and confusion that can arise in lethal encounters. With ECR, when you draw, it's on.



ABOUT TALO

TALO Distributors Inc. is a wholesale buying cooperative serving the independent sporting goods dealer since 1965. Firearms dealers should visit http://taloinc.com/talo_members.htm for a list of TALO wholesalers.

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, TacLoc™ ECR™ Instant-On 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/>
Facebook: <https://www.facebook.com/viridian.green.laser>
Twitter: <https://twitter.com/ViridianLasers>

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