

FOR IMMEDIATE RELEASE:

VIRIDIAN NAMES BARGER VICE PRESIDENT OF SALES

Minneapolis, MN—January 27, 2014— Viridian, the nation's fastest growing and most innovative laser sight/light manufacturer, is pleased to announce Jeff Barger as our new Vice President of Sales. Jeff will be responsible for growing all sales channels by managing internal and external sales efforts.

Barger brings compelling results-oriented sales and business growth experience to the role, having spent almost 30 years delivering impressive business solutions in several industries. During the last six years, Jeff was Executive Director of Corporate Development for Sturm Ruger Firearms.

"We're excited to add Jeff to the Viridian team," said CEO Brian Hedeem. "His extensive knowledge of the firearms industry, combined with his proven powerful business growth capabilities, make him a strong fit."

Barger holds BA's in Economics and Political Science from Denison University in Granville, Ohio and Corporate Finance from Northeastern University in Burlington, Massachusetts. Jeff is an outdoor hobbyist actively enjoying skiing, target shooting, hunting, fishing and forestry.

ABOUT VIRIDIAN GREEN LASER SIGHTS

Viridian Green Laser Sights is the nation's fastest growing laser sight manufacturer. Headquartered in Minneapolis, Minnesota, Viridian Green Laser Sights 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 Sights was the first company to offer a compact green laser sight for use on pistols. Viridian Green Laser Sights, 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.



GREEN LASER SIGHTS



**For more information
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