



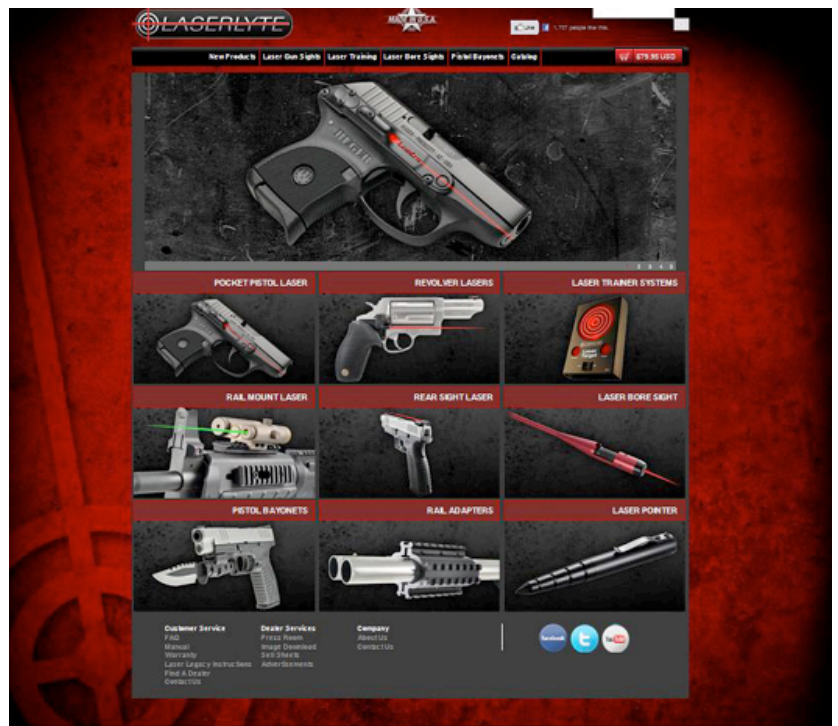
LaserLyte®
30 N. Alamos Rd.
Cottonwood, AZ 86326
P: 928-649-3201
F: 928-649-3970
www.laserlyte.com

FOR IMMEDIATE RELEASE

LASERLYTE® LAUNCHES UPDATED WEBSITE

LaserLyte.com, with new look and feel, gives customers a more engaging Internet experience

COTTONWOOD, AZ (November 2011) - [LaserLyte®](http://LaserLyte.com), the leader in laser technology for the shooting and hunting industry, has relaunched LaserLyte.com with more web-based enhancements for a better customer experience. The new look and feel includes more engaging video and flash, as well as, all the downloadable features customers want. The navigation is streamlined to provide customers a friendly, easy-to-use interface with just a click. Every current product is presented with large, clear graphic images and description, an instructional video and the ability to purchase directly online or from a dealer or find a dealer local to you. The 2011 LaserLyte product catalog is also available for easy download to your computer or by filling in name and address for a catalog to be mailed to you.



“We wanted to give our customers an easy, one-stop site for all of LaserLyte’s great products, videos, images and information,” Aaron Moore, VP of LaserLyte commented. “As we enter our 25th year of laser innovation for the shooting sports market it was inevitable that we wanted to give our hard-working website a fresh face to go with our positive outlook on the future of LaserLyte products and the company.”

About LaserLyte®:

LaserLyte®, the leader in laser technology for over 25 years. Our mission is to heighten the experience of shooting. For additional information about LaserLyte, visit www.laserlyte.com . Keep up to date with LaserLyte on [Facebook](#) or [Twitter](#). Visit the LaserLyte [YouTube](#) page for all the LaserLyte action.

Media Contact:

Laura Burgess Marketing

P: 252-288-5805

laura@lauraburgess.com