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FOR IMMEDIATE RELEASE

LASERLYTE® FILLS NEW SALES MANAGER POSITION

Jeremy Selting, combat veteran and LaserLyte employee, promoted to newly created position of Sales Manager

COTTONWOOD, AZ (December 2011) - LaserLyte®, the leader in laser technology for the shooting and hunting industries, has promoted Jeremy Selting, from part-time LaserLyte staff member to the newly created position of Sales Manager. LaserLyte's exponential growth has resulted in the relocation to a new, larger facility, an increase in R&D and production, and new positions within all departments. Jeremy, a former Marine who saw action in Operation Iraqi Freedom and avid outdoorsman, has been working at LaserLyte for the past four years in a part-time capacity gaining valuable insight and experience in all facets of the trend-setting firearms laser company.



"As LaserLyte continues to grow, new positions will be created," Aaron Moore, VP of LaserLyte explained. "LaserLyte employees are a group of highly energetic, customer-service oriented people. It is from this talented pool that LaserLyte was able to find the perfect fit for this new position. Jeremy has proven he has the capacity to engage customers, as well as, respond efficiently and effectively to their needs. In Jeremy's new role, he will be responsible for the integration and introduction of new products through our sales channels while increasing sales overall."

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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.

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