



Press Release
September 20, 2011

**DAVE PASIENSKI JOINS AIMPOINT INC.
AS DIRECTOR OF COMMERCIAL SALES**



Chantilly, VA, September 20, 2011 – Aimpoint Inc. has announced the addition of David Pasienski to its executive team. Mr. Pasienski will lead the company’s consumer sales efforts as Director of Commercial Sales.

Prior to joining Aimpoint, Pasienski was the National Accounts Manager at SureFire LLC, as well as Sales and Purchasing Manager for Sun Performance Products. A native Californian, Dave earned a Bachelor’s Degree in Marketing from California State University - Long Beach and enjoys shooting, surfing, riding motorcycles and mountain biking.

“Dave’s leadership abilities, and proven success in developing strong distribution and dealer programs will have an impact on how Aimpoint reaches our customers, and help to continue our record of growth in the North American market.” said Brian Lisankie, President of Aimpoint Inc. “It’s truly an honor to have someone with Dave’s level of experience and success join the Aimpoint team.”

Aimpoint is the world leader in design and manufacture of electronic reflex sights for use by military, law enforcement, hunting and sport shooting. For more information on Aimpoint and the company’s products, visit our website at: www.aimpoint.com or contact:

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