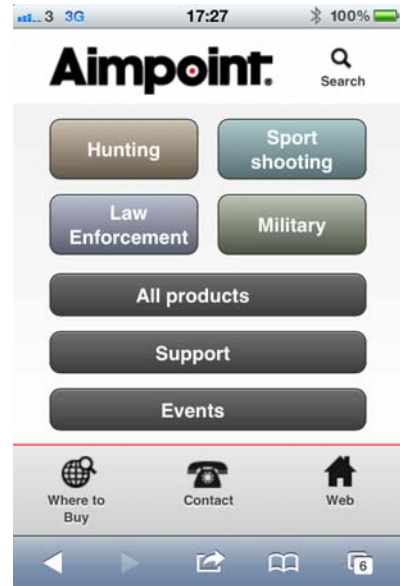




PRESS RELEASE
March 20, 2013

Aimpoint.com now available as a mobile version for smart phones



Aimpoint, the originator and worldwide leader in electronic red dot sighting technology, is proud to announce the launch of the mobile version of www.aimpoint.com.

Increased customer communication and the exchange of information via the Internet are both commonplace today, but with the rapid technological development of smart phones and the increase in mobile surfing, it is becoming more important to be available as a mobile site, too. Surfing via a smart phone requires websites of a different sort compared with traditional sites. For instance, graphics, texts, videos and other content must be tailored for mobile users.

“ According to an IDC report, more U.S. Internet users will access the Internet through mobile devices than through PCs or other wired devices by 2015. Western Europe and Japan will not be far behind the United States in following this trend,” says Kristi Drawe, Director of Marketing at Aimpoint, Inc. “We want to ensure that our website is accessible to our customers at any time and from any place.”

Aimpoint’s new mobile website is easy to navigate and offers useful information to reach our customers on the go. For example, the user can find the closest Aimpoint dealer based on his current location. Or, if a customer is at a shooting range, then helpful information such as zeroing or mounting the sight will be available.

More applications are being developed and will be implemented at a later date to improve customer support even more.

For more information contact on Aimpoint or the company’s products, visit our webpage at www.aimpoint.com or contact:

Kristi Drawe
Aimpoint, Inc.
Phone: (703) 263-9795 ext 226
Kristi.drawe@aimpoint.com