



PRESS RELEASE

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AIMPOINT CELEBRATES 40th ANNIVERSARY

Originator of red dot sighting technology reaches company milestone

Aimpoint, the originator and worldwide leader in electronic red dot sighting technology, marks the company's 40th anniversary this year. Founded in 1975 by Gunnar Sandberg, the company's non-magnified products provide superior levels of speed, accuracy, and rugged design to hunters, sport shooters, law enforcement, and military organizations worldwide.

The Aimpoint Electronic was the company's first product introduced in 1975. Hunters immediately understood the advantages of this new technology, and it quickly gained acceptance by competitive shooters as well. Other key product developments soon followed, including the Aimpoint Mark III and Aimpoint 3000 during the 1980's, and the now famous Comp Series of sights during the 1990's. The 2000's saw the development of Aimpoint's Advanced Circuit Efficiency Technology (ACET), which provides Aimpoint sights with battery life measured in years, and introduction of important new products including the CompM4, Patrol Rifle Optic, and on the commercial market, the Hunter and Micro series of sights.

The U.S. Army was the first military force to recognize the advantages of Aimpoint's parallax-free, red dot technology. In 1997, the Army awarded Aimpoint its first contract for the supply of electronic sights. Since that first contract, Aimpoint has delivered over one million sights to the US Military, and is the only supplier type-classified to provide the M68CCO (Close Combat Optic) to the US Army and Air Force. Adoption of the Micro T-1 by the US Army as the Sniper Quick Fire System (SQFS) and by USSOCOM as the Enhanced Combat Optic – Optimized (ECOS-O sight) continues to expand the company's reputation as a reliable military contractor. Aimpoint's latest development, the FCS12 electronic Fire Control System, promises to continue this trend as well. On the commercial market, the Micro series of sights has encountered a huge success since its introduction in 2007 and the 2nd generation of the Micro series is now launched – bringing its optical performance to an entirely new level.

"Forty years ago, a small group of Swedish entrepreneurs developed a sighting technology for use by European hunters. They had no idea that the company which formed from these humble beginnings would ultimately become the worldwide standard in reflex sighting technology." says Lennart Ljungfelt, President of Aimpoint AB. "We have reached this company milestone by always placing the needs of the customer first, and by designing high quality products that can survive in any conditions. On this 40th anniversary of the company, we reaffirm our commitment to the customer, and look forward to the future."

Aimpoint is a privately owned company located in Malmo, Sweden. The company's US subsidiary, Aimpoint Inc. is located in Chantilly, Virginia. For more information on Aimpoint or the company's products, visit our webpage at www.aimpoint.com or contact:

Press contact: Sabine Eriksson
Phone +46 40 6715020
Sabine.eriksson@aimpoint.com