

December 2, 2015



New Marketing Team at Aimpoint, Inc.

Chantilly, VA – December 2, 2015 – Aimpoint, the originator and worldwide leader in electronic red dot sighting technology, has named two new members of their marketing team. Dory Schooby and Brittney Stalvey join Andrea Cerwinske, Vice President of Marketing and Business Development as key members of the Aimpoint marketing team.

Brittney Stalvey has been appointed as Marketing Manager – Professional Products. Prior to Aimpoint, Brittney worked at Telluric Group in Brunswick, GA, as well as Blue Force Gear. She has a strong background in competitive shooting, as well as in law enforcement/military products and training. Brittney will manage all communications and market development for the company's line of professional products.

Dory Schooby has been promoted to the position of Marketing Manager – Hunting, after having served as Aimpoint marketing coordinator for the last three years. Dory is an avid hunter with extensive field experience worldwide. Prior to joining the Aimpoint team, Dory worked for Cabela's in Sidney, NE, as well as at South Dakota Wild, a pheasant-hunting outfitter that specializes in unguided private land hunts.

"In order to continue the strong growth in sales that Aimpoint has established in North America, we needed to assemble a marketing team with the ability to understand and support each specific market we serve," said Brian Lisankie, President of Aimpoint, Inc. "Dory and Brittney's experience and passion for our industry makes them ideal additions to a team that is truly in touch with the pulse of the market."

Aimpoint, Inc. is a wholly owned subsidiary of Aimpoint AB - a privately owned company located in Malmo, Sweden. For more information on Aimpoint products, visit our webpage at www.aimpoint.com or contact:

Press contact: Andrea Cerwinske
Aimpoint, Inc.
(703) 263-9795 ext 299
Andrea.Cerwinske@aimpoint.com