

PRESS RELEASE

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FOR IMMEDIATE RELEASE

Greatland Laser Announces New President Andy Little

Willow, Alaska – September 2, 2014:

Greatland Laser today announced that Andy Little has joined the company as its new President, said CEO Kim Erickson.

“We welcome Andy’s experience and leadership to Greatland Laser,” said Erickson. “In his role as President, he will be responsible for driving revenue growth, enhancing marketing, and setting strategic direction for 2015 and beyond.”

Mr. Little brings over 20 years of technology and business consulting experience, most recently with Acquity Group (now part of Accenture), where he led business transformation, organizational change, and digital strategy projects for a range of industries. Prior to consulting, Mr. Little began his career as an engineer with Bell Laboratories.

“I am excited to join Greatland Laser,” said Mr. Little. “The company has great potential and I am looking forward to helping get our products into more people’s hands and, as a result, saving lives.”

About Greatland Laser

Greatland Laser’s patented laser technology can produce products offering choices of light colors, controllable beam widths and lengths depending upon lens designs, and a wide range of applications. Greatland's primary commercial product is the handheld Rescue Laser Flare® line of signaling devices. www.greatlandlaser.com