

StunGun.com's President Believes New Competition In The Stun Gun Market May Quell Fears About The Weapon's Safety

(BOSTON, Massachusetts – April 20, 2005 – StunGun.com) News reports suggest that competition in the stun gun market has entered a new phase. A nationally recognized security expert welcomes the development, believing it will help to quell growing antagonism toward stun guns.

“The perception that a safer weapon is now available from a manufacturer that people may see as more responsible could spare stun guns more bad press,” said Robert Siciliano, president of StunGun.com.

An expert in personal security and identity theft, Siciliano is author of “The Safety Minute: 01.” He has been featured on CNN, FOX News, MSNBC, and CNBC.

According to *Associated Press* reports on April 13 and April 17, Stinger Systems, a North Carolina-based company, has shipped 1,000 samples of its stun guns to police, prisons, and members of the military this month.

In its press releases, Stinger continually claims to manufacture a stun gun that is safer than its counterpart from Taser, the world's largest manufacturer of stun guns.

On April 12, Jack Sherzer of *The Patriot-News* reported that the Pennsylvania State Police plan to receive 40 stun guns from both Taser International and Stinger for a 60-day trial.

“Criticisms calling into question the safety of stun guns have mostly been overreactions,” said Siciliano. “People experience uncertainty when law enforcement employs new weapons technology.”

“Taser has weathered the brunt of this phenomenon—unfairly, I might add,” Siciliano added. “But it is difficult to turn back the clock.”

“A new player on the stun gun scene may mitigate the frustrations of many,” Siciliano added. “And it looks like Stinger may have recognized such an opportunity.”

Padraic Cassidy of *MarketWatch* reported in early April that Scottsdale, Ariz.-based Taser cited bad publicity for lagging sales.

“Taser has had many problems,” Siciliano said. “The negative attention focused on Taser's stun gun, specifically, has been largely unfair, but the damage is done.”

“A fresh name in this market space,” Siciliano added, “will go a long way to quell fears, irrational as they are, about stun guns.”

In columns on March 13 and April 3, Jim Kouri, CPP, vice president of the National Association of Chiefs of Police, has drawn on Siciliano's expertise regarding law enforcement's use of stun guns.

On March 8, KDKA Radio in Pittsburgh interviewed Siciliano about the safety of stun guns and StunGun.com's pertinence to the industry.

In its March 25 edition, the *Charlotte Business Journal* quoted Siciliano on business developments in the stun gun industry. The Feb. 11 edition of *The New York Post* mentioned StunGun.com in its business pages.

Another stun gun manufacturer is North Carolina-based Law Enforcement Associates Corporation (LENF). A late March press release from LENF announced favorable safety results from an International Electrotechnical Commission test of the firm's stun gun. As reported by the *Lincoln Tribune* on April 14, John Carrington, a member of LENF's board of directors, announced his resignation from the firm.

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Siciliano provides consumer education solutions to Fortune 500 companies and their clients. He is available to speak with the media about stun gun technology and what it means for civilians as well as law enforcement.

Featured on CNN, MSNBC, Fox News, CNBC, "ABC News with Sam Donaldson," "The Montel Williams Show," "Maury Povich," "Sally Jesse Raphael" and "The Howard Stern Show," Siciliano has earned critical praise nationwide for his workshops and seminars.

Certified as an instructor of safety and security by dozens of state governing boards, he teaches people how to avoid and escape assaults. Numerous industry associations have certified his programs to provide their members with security training. He has been quoted in reports by Reuters and United Press International and in *Realty Times*, *The New York Post*, *The New York Times*, *CSO Magazine*, *The Washington Times*, *The Chicago Tribune*, *The Christian Science Monitor*, *Woman's Day*, *Good Housekeeping*, *Mademoiselle*, and elsewhere.

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