

## **The stun gun market needs accountability and competition**

(BOSTON, Mass. – Sept. 30, 2005 – StunGun.com) A broadening government investigation threatens a major stun gun manufacturer, whose weapons' safety is attracting increasing debate among law enforcement officials and the general public. Robert Siciliano, security expert and president of StunGun.com, looks at the situation.

“Less-lethal technology needs to be a part of law enforcement’s future,” said Siciliano. An expert in personal security and identity theft, Siciliano is author of “The Safety Minute: 01.” “But the high-profile attention certain stun gun manufacturers attract through what some see as questionable business practices unfairly threatens the further adoption of all less-lethal technology,” Siciliano continued.

“Other manufacturers should embrace the stun gun market’s current state of flux as an opportunity to increase their market shares before the window of opportunity closes,” Siciliano added. Companies such as Stinger Systems and Law Enforcement Associates Corp. have received attention for their stun gun–related products this past year.

On Sept. 28, *BusinessWeek* reported that a current Securities & Exchange Commission investigation into TASER International, Inc. has become formal and widened. According to the article, SEC authorities are looking into “possible stock manipulation by outside parties.” The story also touches on a dip in law enforcement agencies’ orders.

“By continuing along its current path, the stun gun industry may inflict irreversible damage upon itself and severely handicap any manufacturer’s credibility in the marketplace,” Siciliano said. “To wrest control of this recently robust market, others in the stun gun industry who face fewer problems and manufacturer possibly safer stun guns must launch aggressive campaigns in short order.”

Recent stories in the *Charlotte Observer* and *The Arizona Republic* report on coroner and medical examiner findings that have tied electroshock from a large manufacturer’s stun guns to the deaths of at least two people.

“The controversy surrounding one large company is becoming the unofficial face of the entire stun gun industry, and this is a shame,” Siciliano added. “Stun gun technology, done right, can be safe. The rest of the industry needs to communicate, on a massive scale, their commitment to responsible stun gun technology.”

According to the Arizona attorney general, as quoted in a Sept. 28 article in *The Arizona Republic*, TASER International, Inc. is making changes to its marketing practices.

“Any effort to be safer with stun guns is welcome, but it may be a case of ‘too little, too late’ for some,” said Siciliano. “It’s no wonder human rights organizations such as Amnesty International and others have been so critical of the stun gun industry.”

###

Certified as an instructor of safety and security by dozens of state governing boards, Siciliano teaches people how to avoid and escape assaults. Numerous industry

associations have certified his programs to provide their members with security training. In addition to CNN, MSNBC, Fox News, and CNBC, he has been featured on "ABC News with Sam Donaldson," "The Montel Williams Show," "Maury Povich," "Sally Jesse Raphael," "The Howard Stern Show," and other programs.

Siciliano can be reached at 1-800 STUNGUN (788-6486). The URL [www.stungun.com](http://www.stungun.com) leads to his Web site. His blog is located at [www.1800stungun.blogspot.com](http://www.1800stungun.blogspot.com).

Siciliano's contact information follows:

Robert L. Siciliano, President  
StunGun.com  
phone: 1(800) STUNGUN (788-6486)  
fax: (877) 2-FAX-NOW (232-9669)  
[Robert@StunGun.com](mailto:Robert@StunGun.com)

The media are encouraged to get in touch with Siciliano directly. They may also contact:

Brent W. Skinner, President  
STETrevisions  
cell: (617) 875-4859  
fax: (866) 663-6557  
[BrentSkinner@STETrevisions.com](mailto:BrentSkinner@STETrevisions.com)  
[www.STETrevisions.biz](http://www.STETrevisions.biz)

### **Safe Harbor Disclosure**

Robert Siciliano, Brent Skinner, StunGun.com, and STETrevisions received no direct or indirect compensation from any of the other companies listed in this release. The inclusion of any company in this listing is based on research conducted by members, administrators, and affiliates of Robert Siciliano, Brent Skinner, StunGun.com, and STETrevisions and is provided to the public as a free service. Our officers and employees have no positions or stocks mentioned or profiled in this release. Inclusion of a particular company in this release is provided as is. Robert Siciliano, Brent Skinner, StunGun.com, and STETrevisions provide no guarantees whatsoever of performance of said companies operationally or on the stock market(s) on which they trade. Suitability of an investment is at the sole discretion of the consumer of this information, and Robert Siciliano, Brent Skinner, StunGun.com, and STETrevisions disclaim any and all liability related to the use of this information, including but not limited to monetary loss.