

Law enforcement's attitude may drive the development of safer stun gun technology and usage guidelines, says president of StunGun.com

(BOSTON, Mass. – Aug. 24, 2005 – StunGun.com) Underreported developments in the industry suggest that a demand is brewing for safer stun guns. This is the natural evolution of a market that owes itself to the quest for a weapon less lethal than a firearm, says Robert Siciliano, security expert and president of StunGun.com of Boston, Mass.

“It’s already happening,” said Siciliano. “The stun gun’s target markets are reaching out for a weapon that they perceive lives up to the ‘less-lethal’ label. But entrenched stockholder interest may mean we won’t see these developments in the news for a while.” An expert in personal security and identity theft, Siciliano is author of "The Safety Minute: 01."

In his columns, 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. Siciliano has been on radio programs this year to discuss the safety of stun guns.

A press release earlier this week announced the Correctional Emergency Response Team (CERT) Tactical Network’s anticipated approval of Tampa, Fla.–based Stinger Systems, Inc.’s stun gun. The release quotes members of CERT comparing Stinger’s weapon favorably to the Taser, the market-leading weapon by Tucson, Ariz.–based Taser International.

“Endorsement by CERT of Stinger’s weapon is significant,” said Siciliano. “The organization’s obvious interest in responsible guidelines for the use of stun guns that are apparently safer than the market leader’s is heartening. It suggests that the law enforcement community’s response to the promise of stun guns will follow advice I have been advocating for quite some time: responsible use of the weapons.”

The *Charlotte Business Journal* has quoted Siciliano on developments in the stun gun industry. The *New York Post* has covered StunGun.com in its business pages.

While CERT, a law enforcement–minded organization, has endorsed a stun gun by one of Taser’s rivals, reports this week indicate that police officers from five states are suing Taser for injuries. According to *The Associated Press*, the lawsuits allege that Taser encouraged “officers to get shocked during training” and hide “information on injuries to about a dozen other injured officers.”

“Stun gun manufacturers must be careful,” said Siciliano. “The market is ready for a ‘less-lethal’ weapon that lives up to the notion, but the potential for backlash is palpable. To get anywhere in this market, a stun gun company must ride the wave of safety. Stonewalling, strong-arming, smoke, and mirrors will all backfire.”

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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 leads to his Web site. His blog is located at www.1800stungun.blogspot.com.

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