

Market share for stun gun manufacturers will grow to hinge upon weapons' safety, says president of StunGun.com

(BOSTON, Mass. – July 20 – StunGun.com) Among companies other than Taser International to publicize their stun gun technology this past year, Stinger Systems and Law Enforcement Associates Corporation (LEA), two smaller manufacturers, have been the most notable. In response to news that one of these smaller firms now trades on the American Stock Exchange, Robert Siciliano, security expert and president of StunGun.com of Boston, Mass., comments on the stun gun market and weapon safety.

“Taser cannot remain the only player in stun gun technology forever,” said Siciliano. “The more competition, the better the result will be for civilians and law enforcement.” An expert in personal security and identity theft, Siciliano is author of “The Safety Minute: 01.”

A LEA press release dated July 11 announced that the “American Stock Exchange has approved [LEA’s] application for the listing of its common stock.” On the heels of the American Stock Exchange itself making a related statement about LEA on July 15, a column by Seth Jayson the same day at *The Motley Fool* chronicled the writer’s opinions regarding LEA and other companies that seemingly aspire to Taser’s market position.

“A driving determinant for winners and losers in the market for stun gun manufacturing will be the safety of these weapons,” Siciliano said. “The safety of stun guns is all we hear from the non-business press, and I predict the company that creates the safest stun gun will command the largest market share over time.”

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 also been on radio programs this year to discuss the safety of stun guns.

“Some in the media may have their misgivings about the smaller stun gun manufacturers’ legitimacy or viability,” said Siciliano, “but Taser is not invincible. The world’s largest stun gun technology maker’s hegemony in the marketplace is bound to weaken sooner or later. Whether LEA or Stinger—or even some other company nobody is writing about yet—lays claim to solid territory is not a question of if, but when.”

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.

“We have seen all three of these companies—Stinger, LEA, and Taser—make overt statements about the safety of their stun guns. Stories in the media are driving the market, and all these companies have strong hunches about where this market is headed. It is *my* hunch they anticipate that weapon safety will evolve into a major factor affecting stock value. And this is only logical, as stun gun technology’s genesis was the quest to invent a weapon safer than the traditional firearm.”

“There is money to be made in stun gun technology,” Siciliano concluded, “and whoever figures out how to reconcile public opinion with the promise of less-than-lethal weaponry is poised to make lots of money indeed.”

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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.

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