

TASER Chosen to Represent Future of Business in New Documentary Film

SCOTTSDALE, AZ -- (Marketwire) -- 12/21/12 -- TASER International, Inc. (NASDAQ: TASR) is featured in a Drive Motion Pictures documentary film that explores the future of business. Set for debut this winter, *The Paladins* looks at six very different businesses and exposes the difference makers in each organization that have allowed them to flourish in these trying economic times.

"We set out to identify those key elements that allow businesses to thrive in difficult economic times," said Executive Producer Brian Weaver. "TASER has revolutionized law enforcement and personal safety and we wanted to see how they run their business."

The film chronicles the success of six companies in the United States and the United Kingdom. While the individual businesses are very different, their stories share some commonality. Most notably, the organizations each had a champion who was able to make a difference that elevated the business to another level.

"With *The Paladins*, we wanted to put a face on the future of business," said Dena Hysell, writer and director of the film. "As we explored the story behind each of these businesses, it was clear that there was always an individual that brought forth needed change. We wanted to tell that story and show how strong organizations embrace change and embrace these difference makers."

The film shows how change in business is successful when those involved understand the mission and are empowered to act on it. They are empowered through institutional support that includes new tools and technology.

For TASER, the company's recent growth shows that good business often starts with individuals who lead big changes and develop disruptive technologies in the organization and beyond.

"While we focused on the people at the heart of change in these organizations, there is no doubt that technology is a common thread through all of the stories," Hysell said. "These impassioned individuals were given the tools they needed to move their companies ahead."

Profiled in the film along with TASER are US companies Hallmark Business Connections, in Minneapolis, MN; Pandora in Columbia, MD; and Driscoll's in Watsonville, CA. In the UK, the film looks at Lotus F1 race team and Richmond Housing Partnership.

The Paladins is being submitted to various film festivals in the US with an anticipated broadcast debut in 2013.

Links

- [Paladins Home Page](#)
- [Paladins Film Trailer](#)
- [Paladins - Meet Rick Smith - the Visionary](#)
- [Paladins Twitter and Facebook](#)
- [TASER Headquarters Photos](#)
- [TASER on Twitter and Facebook](#)
- [TASER Blog](#)
- [New French Website Address](#)
- [New Brazilian Website Address](#)

About Drive Motion Pictures

Drive Motion Pictures is a part of the Anthem Media Group's portfolio of companies. Based in Overland Park, Kansas, Anthem Media Group companies have produced award winning film, print and interactive media products since 2001.

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About TASER International, Inc.

TASER International, Inc. (NASDAQ: TASR) is a global provider of safety technologies that protect life and protect truth. More than 16,800 public safety agencies in 107 countries rely on TASER® electronic control devices (ECDs) and AXON on-officer camera systems to help protect and serve. Today, the use of TASER ECDs has saved more than 100,000 lives from potential death or serious injury while TASER innovations benefit individuals and families too, providing personal protection and accountability while maintaining regard for life. Since 1994, more than 255,000 individuals have relied on TASER technology as a means for effective personal safety. Learn more about TASER International and its solutions at www.TASER.com and www.EVIDENCE.com or by calling (800) 978-2737.

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