

Lake Havasu Becomes First Agency to Fully Deploy TASER X2 and AXONFlex Units

SCOTTSDALE, AZ -- (Marketwire) -- 01/07/13 -- TASER (NASDAQ: TASR) today announced a significant TASER® X2™ Conducted Energy Weapons (CEWs) and AXONFlex on-officer camera order using the new TASER

Protection Plan (TPP) and TASER Assurance Plan (TAP) by Lake Havasu Police Department (AZ). This is a full deployment of 92 X2s for all of its sworn and detention officers and 58 AXONFlex cameras for 58 sworn field personnel. The order to bring them to full deployment status was received in the fourth quarter of 2012 and is anticipated to ship in the 1st quarter of 2013.

The Lake Havasu Police Department is the first law enforcement agency to fully deploy both the new X2 and AXONFlex technology to its agency using the unique TAP and TPP options.

The TPP payment program allows agencies to pay for equipment over a 5-year program, allowing customers to budget more predictably and support full deployment of our latest technology. It provides for budget certainty, upgrades technology without the time constraints associated with capital acquisitions, locks in current pricing, and conserves capital.

The TAP is a warranty/replacement program that allows the agency to maintain its current X2/Flex program worry free with a no questions asked warranty including on-site spare equipment so officers experience zero downtime. It also refreshes an agency's entire arsenal of related equipment after the fifth year.

The TPP/TAP combination (the first program of its kind) allows agencies like Lake Havasu to go full deployment with full protection over the program's service life, while making five low annual payments. This effort reinforces TASER's commitment to helping agencies upgrade outdated technology while staying within limited capital budgets.

"One of the most exciting aspects of this new program was that it was outlined and proposed by our customers at Lake Havasu," said Rick Smith, CEO and founder of TASER. "Over the past several years, we have focused great effort on developing a rigorous Voice-of-the-Customer program to help us better understand our customer's needs. I'd like to personally thank Lake Havasu for having the vision to put elements from several programs together in a unique way to create a predictable and sustainable program across multiple product and service offerings. We are now looking at how we can take the innovative approach proposed by Lake Havasu to assist other agencies across the country."

TASER Links

- AXONFlex Photos: <http://www.taserbranding.com/press-images-axon-flex/>
- Press Kit: <http://www.taser.com/press-kit>
- Twitter: <http://www.twitter.com/OfficialTASER>
- Facebook: <https://www.facebook.com/TASER.International>
- TASER Blog: <http://blog.taser.com/>
- French Website Address: <http://fr.taser.com/>
- Brazilian Website Address: <http://br.taser.com/>

About TASER International, Inc.

TASER protects life. TASER® Conducted Electrical Weapons (CEWs) have saved more than 100,000 lives from potential death or serious injury. We enable greater transparency with the industry-leading TASER CAM and AXONFlex on-officer video systems. Together with our customers, we are defining the future of smart policing by connecting intelligent devices and sensors with the first secure cloud-based digital evidence management solution: EVIDENCE.com.

Since 1994, more than 255,000 private individuals have relied on TASER technology to protect themselves and their loved ones. Learn more about TASER and its solutions at www.TASER.com and www.EVIDENCE.com or by calling (800) 978-2737.

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For investor relations information please contact Erin Curtis by phone at 480-515-6330 or via email at IR@TASER.com.

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CONTACT:

Steve Tuttle

Vice President of Communications

TASER International, Inc.

Media ONLY Hotline: (480) 444-4000

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