

## **TASER International (TASR) to Ring the NASDAQ Stock Market Opening Bell**

SCOTTSDALE, AZ -- (Marketwire) -- 03/11/13 -- TASER (NASDAQ: TASR) announced that Dan Behrendt, CFO of TASER International, will ring the NASDAQ Stock Market Opening Bell on March 12, 2013. TASER CEO and founder, Rick Smith, along with members of the executive team will also attend.

*Where:* NASDAQ MarketSite - 4 Times Square - 43rd & Broadway - Broadcast Studio

*When:* Tuesday, March 12, 2013 - 9:15 a.m. to 9:30 a.m. ET

Following the Opening Bell, TASER management will host an Analyst Day on Tuesday, March 12, 2013 from 10:00 a.m. to 1:00 p.m. ET at the NASDAQ Marketplace in New York, NY.

The day's agenda includes presentations by:

- Rick Smith, Chief Executive Officer
- Dan Behrendt, Chief Financial Officer
- Jeff Kukowski, Chief Marketing Officer and Executive Vice President of Sales
- Jason Droege, General Manager of EVIDENCE.com
- Doug Klint, President and General Counsel

The Company will discuss its investment thesis, its business model and its vision for the future at the event. There will also be demonstrations of the Company's TASER® X26P™ conducted electrical weapon (CEW), X2™ CEW and AXON Flex™ on-officer cameras.

Space for the event is limited and, therefore, attendance is by invitation only. Financial analysts, institutional investors and industry analysts interested in attending the event in person are encouraged to contact TASER International Investor Relations by March 1, 2013 for registration information by emailing [IR@TASER.com](mailto:IR@TASER.com).

A webcast of the event will be available live on the Investor Relations section of the Company's website at <http://investor.taser.com> and for 180 days thereafter.

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*Facebook and Twitter:* For multimedia features such as exclusive content, photo postings, status updates and video of bell ceremonies please visit our Facebook page at: <http://www.facebook.com/NASDAQ>.

*Webcast:* A live webcast of the NASDAQ Opening Bell will be available at:  
<http://www.nasdaq.com/about/marketsitetowervideo.aspx>.

*Photos:* To obtain a hi-resolution photograph of the Market Open, visit [http://www.nasdaq.com/reference/marketsite\\_events.stm](http://www.nasdaq.com/reference/marketsite_events.stm) and click on the market open of your choice.

*About NASDAQ OMX Group:*

The inventor of the electronic exchange, The NASDAQ OMX Group, Inc., fuels economies and provides transformative technologies for the entire lifecycle of a trade -- from risk management to trade to surveillance to clearing. In the U.S. and Europe, we own and operate 26 markets including 3 clearinghouses and 5 central securities depositories supporting equities, options, fixed income, derivatives, commodities, futures and structured products. Able to process more than 1 million messages per second at sub-55 microsecond average speeds with 99.99% uptime, our technology drives more than 70 marketplaces in 50 developed and emerging

countries into the future, powering 1 in 10 of the world's securities transactions. Our award-winning data products and worldwide indexes are the benchmarks in the financial industry. Home to approximately 3,300 listed companies worth \$6 trillion in market cap whose innovations shape our world, we give the ideas of tomorrow access to capital today. Welcome to where the world takes a big leap forward, daily. Welcome to the NASDAQ OMX Century. To learn more, visit [www.nasdaqomx.com](http://www.nasdaqomx.com). Follow us on Facebook

(<http://www.facebook.com/NASDAQ>) and Twitter (<http://www.twitter.com/nasdaqomx>). (Symbol: NDAQ and member of S&P 500)

#### *TASER Links*

- AXON Flex Photos: <http://www.taserbranding.com/press-images-axon-flex/>
- TASER Blog: <http://blog.taser.com/>
- Brazilian Website Address: <http://br.taser.com/>
- French Website: <http://fr.taser.com/>
- New German Website: <http://de.taser.com/>
- New United Kingdom Website: <http://uk.taser.com/>

#### *TASER Social Media Links*

- Facebook: <https://www.facebook.com/TASER.International>
- TASER Blog: <http://blog.taser.com/>
- TASER LinkedIn: <http://www.linkedin.com/company/71228>
- TASER YouTube: <http://www.youtube.com/taserinternational1>
- Twitter: <http://www.twitter.com/OfficialTASER>

#### *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 AXON Flex 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 for law enforcement: 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](http://www.TASER.com) and [www.EVIDENCE.com](http://www.EVIDENCE.com) or by calling (800) 978-2737.

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#### *Note to Investors*

Visit our Investor Relations Safe Harbor Statement at: <http://investor.taser.com/safeHarbor.cfm>

For investor relations information please contact Erin Curtis by phone at 480-515-6330 or via email at [IR@TASER.com](mailto:IR@TASER.com).

Image Available: [http://www2.marketwire.com/mw/frame\\_mw?attachid=2252396](http://www2.marketwire.com/mw/frame_mw?attachid=2252396)

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