

TASER to Open New International Office in Amsterdam

SCOTTSDALE, AZ -- (Marketwired) -- 04/29/14 -- TASER International (NASDAQ: TASR) announced today the official opening of a new international office in Amsterdam, The Netherlands. The company has also hired Ron Brandt as the new international lead and Global Vice President of Services and Products. The move supports TASER's long-term strategy for growth and the rising demand of its next generation Smart Weapons and growing suite of technology solutions for smarter policing, including AXON body-worn video cameras and EVIDENCE.com, a secure digital evidence management platform.

The office, located in Amsterdam's Zuidas business district, will open on May 1, 2014. Mr. Brandt will lead the international team and will be responsible for sales, implementation and support for all transactions done outside of the United States. Mr. Brandt has more than 24 years of experience in business development for global companies. He previously served as the Chief Technical Officer for several of T-Systems International accounts including British American Tobacco and Volkswagen. Among other responsibilities, he developed enterprise architecture solutions, led strategic technological planning and established software development processes.

"We're committed to growing our business world-wide and opening our international headquarters in Amsterdam is a great way for us to be closer to our European customers," said Rick Smith, TASER founder and CEO. "This move allows us to scale our efforts and provide greater quality service to our European and other international customers."

"Law enforcement is changing rapidly with new technology that brings both accountability and transparency," says Ron Brandt, Global Vice President of Services and Products for TASER's new international office. "It's an exciting time to be a part of this movement with TASER and EVIDENCE.com leading the way and I look forward to continuing to demonstrate the capabilities of our on-body cameras and security of our back-end data management system to our European customers."

International revenue in 2013 was \$22.2 million, or 16% of total sales, and the recent announcement of a pilot with the London Metropolitan Police for 500 AXON body cameras and EVIDENCE.com demonstrates the growing momentum of the Company in international markets. TASER has sold into more than 100 countries around the world including Australia, Brazil, Canada, Columbia, France, New Zealand, Singapore, South Korea, and the United Kingdom.

About TASER International, Inc.

TASER International makes communities safer with innovative public safety technologies. Founded in 1993, TASER first transformed law enforcement with its electrical weapons. TASER continues to define smarter policing with its growing suite of technology solutions, including AXON body-worn video cameras and EVIDENCE.com, a secure digital evidence management platform. More than 123,000 lives and countless dollars have been saved with TASER's products and services.

Learn more at www.TASER.com and www.EVIDENCE.com or by calling (800) 978-2737.

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