

TASER Announces \$100 Donation to Domestic Violence Shelter for Every 5 TASER Pulses Sold During Holidays

SCOTTSDALE, Ariz., Dec. 13, 2016 /PRNewswire/ -- TASER International (NASDAQ: TASR), a market leader in advanced self-defense tools, today announced it will donate \$100 for every five new TASER Pulse conducted electrical weapons (CEWs) sold to civilians during the Holidays. Donations will all go to Sojourner Center in Phoenix, AZ, one of the largest domestic violence shelters in the U.S. From December 12-26, all TASER Pulses CEWs on the TASER Self-Defense store will count toward the TASER donation.

"We are thankful for the opportunity to partner with TASER International and work together to support those impacted by domestic violence," said Sojourner Center's Teri M. Hauser, CFRE, Chief Advancement Officer, Director of Pet Companion Shelter.

"At TASER, our mission is to protect life," said TASER Director of Consumer Products Annie Peabody. "The Sojourner Center is a national leader in domestic violence shelter and services, and partnering with an organization that has such massive positive impact directly aligns with TASER's core mission. The Pulse continues our commitment to protecting life through safer personal protection technology. The Pulse is the first of its kind: a small, discreet self-defense tool that packs the safe knock-down punch necessary for you to make a safe escape. During the holidays, we encourage everyone to consider self-defense when shopping for friends and family," continued Peabody.

The Pulse is the first device to incorporate state-of-the-art technology into a sub-compact form factor. It was designed with our customers in mind who wanted a small self-defense tool with the most effective stopping power available. Many of the carry improvements include: shaved safeties, sloped 'iron sights,' targeting laser and high visibility flashlight tucked into an intuitive design.

The TASER Pulse package includes the Pulse, two disposable TASER cartridges, a soft carry protective cover, a battery pack, and a conductive practice target.

About The Sojourner Center

The Sojourner Center is committed to transforming lives. Since 1977, Sojourner Center has provided shelter and support services to thousands of women and children affected by domestic violence, and become one of the largest domestic violence shelters in the United States. Because of Sojourner Center's caring and knowledgeable staff and volunteers, families traumatized by abuse discover hope and find the path to futures free from violence. Everyone who works or volunteers at Sojourner Center is inspired by the vision of a world in which the cycles of domestic violence are finally broken.

TASER "Safe Escape" Product Replacement Program

- In a self-defense situation, fire the Pulse from up to 15 feet away, set it on the ground, and run. The weapon can continue to immobilize your attacker for 30 seconds, buying you precious time for a safe escape. And don't worry, we'll replace the device you left behind for free. For full details on the program visit <https://buy.taser.com/safe-escape/>.

Follow the TASER Season of Giving campaign on our Social Media pages:

- Facebook: <https://www.facebook.com/TASER.CIVILIAN/?fref=ts>
- Twitter: <https://twitter.com/tasercivilian>

TASER Self-Defense website: <http://buy.taser.com>

TASER Pulse Photos:

https://www.dropbox.com/sh/0zhwx8hu6910njy/AAD411JM9wTMoKTWMqL_MTwja?dl=0

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 Axon brand which includes a growing suite of connected products and services from body cameras and digital evidence management tools to mobile apps. More than 175,000 lives and countless dollars have been saved with TASER's products and services.

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

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Please visit <http://investor.taser.com>, <http://blog.taser.com>, www.twitter.com/officialtaser and <https://www.facebook.com/TASER.International> where TASER discloses information from time to time about the company, its financial information, and its business.

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

For investor relations information please contact Arvind Bobra via email at IR@taser.com.

CONTACT: Steve Tuttle
Vice President of Communications
TASER International, Inc.
Press@TASER.com

To view the original version on PR Newswire, visit <http://www.prnewswire.com/news-releases/taser-announces-100-donation-to-domestic-violence-shelter-for-every-5-taser-pulses-sold-during-holidays-300377012.html>

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