

In time for holidays, TASER Self-Defense launches subscription box
"The Lightning Club" will provide a monthly supply of TASER device cartridges and training resources

SCOTTSDALE, Ariz., Nov. 20, 2017 /PRNewswire/ -- TASER Self-Defense, the consumer division of Axon (Nasdaq: AAXN), announced a new subscription box called The Lightning Club. For \$25 per month, The Lightning Club will provide training materials to civilian TASER device owners to promote practice with the personal protection tool. Beginning in December, boxes will ship on the 15th of every month.

Unlike stun-guns, the TASER Pulse and Bolt devices, marketed towards civilians, use small cartridges to fire two probes designed to deliver an electric charge capable of stopping an attacker from 15 feet. A pair of cartridges normally retail for \$69.99, but members of The Lightning Club will pay \$25 per month for a supply of two cartridges and access to web-based training videos featuring TASER Master Instructors.

"The Lightning Club incentivizes regular practice with a TASER device. Self-defense situations unfold quickly so it's important to develop muscle memory to effectively draw and deploy a TASER Pulse or Bolt under pressure," said Annie Pratt, director of consumer products for TASER Self-Defense.

Pratt added, "There is no better self-defense tool than a TASER device. Our products exist to protect all life, and we know that The Lightning Club will bring confidence to our customers so they can live without fear of harassment and danger."

Orders can be placed at buy.taser.com in time for the holidays. The Lightning Club is available as an add-on to any TASER device purchase, and as a gift for a current TASER Pulse or TASER Bolt owner.

About TASER Self-Defense

TASER Self-Defense is the consumer division of Axon, a publicly traded company (Nasdaq: AAXN) based in Scottsdale, AZ. The company was founded in 1993 by brothers Rick and Tom Smith with one mission: Protect Life. TASER Self-Defense tools are packed with similar technology used in Axon's law enforcement TASER devices, giving civilians an effective option to protect themselves and others. Visit www.axon.com and www.buy.taser.com to learn more about the company and its innovative products.

Note to Investors

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