

FOR IMMEDIATE RELEASE

Contact: Matt Rice
Blue Heron Communications
(800) 654-3766
matt@blueheroncomm.com

Smith & Wesson® Introduces New M&P® BODYGUARD® Handguns with Crimson Trace® Laser Sights

*M&P BODYGUARD 380 Pistols and M&P BODYGUARD 38 Revolvers
Now Fitted With Integrated Laser Sights from Crimson Trace*

SPRINGFIELD, Mass. (July 15, 2014) --- Smith & Wesson Corp. announced today that it has joined forces with Crimson Trace® to introduce enhanced, integrated laser sighting systems for the Company's popular line of BODYGUARD® handguns. The newly launched M&P® BODYGUARD firearms deliver the performance, quality and reliability that has become the hallmark of these industry leading companies.

Easily activated and uniquely engineered with Crimson Trace's signature tactile feel, the new laser sighting systems for the M&P BODYGUARD pistols and revolvers are seamlessly integrated, allowing for quick target acquisition and peace of mind with the push of a button. Featuring intuitive activation, longer battery life and high quality components, the integrated laser sights deliver an accurate and streamlined solution for those seeking effective sighting systems in their concealed carry and personal protection firearms.

"Through our partnership with Crimson Trace, consumers will benefit from a superior laser sighting system that is expertly integrated with our semi-automatic M&P BODYGUARD 380 pistols and our M&P BODYGUARD 38 revolvers," said James Debney, President and CEO of Smith & Wesson. "Created using state-of-the-art design and manufacturing techniques, these new M&P BODYGUARD firearms provide consumers with two exceptional choices when seeking dependability in personal protection."

Precisely manufactured and repeatedly tested, the Crimson Trace integral lasers are designed to preserve the general shape and overall weight of the M&P BODYGUARD firearms. The integral lasers provide shooters with added confidence by enabling quick sight acquisition under stress or in low light conditions - making them especially well-suited for conceal carry and personal defense needs.

M&P BODYGUARD 380 Pistol

Compact, sleek and ergonomic, the M&P BODYGUARD 380 delivers personal protection in an easy-to-carry, comfortable platform. Chambered for .380 ACP, the lightweight pistol features a high-strength polymer frame with a black, matte-coated stainless-steel slide and barrel. The new M&P BODYGUARD 380 retains original design features including a 2 ¾-inch barrel, which contributes to an overall length of 5 ¼ inches and an unloaded weight of only 12.3 ounces making it perfectly suited for concealed carry.

With its slim-line ergonomic grip, the pistol is comfortable in the hand and points

naturally. On the lower portion of the frame, the pistol has been fitted with an integral Crimson Trace laser. The laser is easily activated and accommodates the needs of both left and right-handed shooters. To help aid in quick sight acquisition when the laser is not in use, the pistol is fitted with stainless-steel, drift adjustable dovetail sights. The M&P BODYGUARD 380 is standard with a 6+1 magazine capacity.

M&P BODYGUARD 38 Revolver

Chambered in .38 S&W Special +P, the M&P BODYGUARD 38 continues Smith & Wesson's broad line of reliable, small-frame self-defense revolvers. The M&P BODYGUARD 38 delivers the optimal combination of accuracy and simplicity for personal protection needs. With its lightweight design, the M&P BODYGUARD 38 allows for discreet carry and its hammerless design provides a snag-free presentation. The five-shot revolver features a short 1.9-inch barrel, which contributes to a compact overall length of 6.6 inches and an empty weight of 14.4 ounces.

On the right side of the frame, the revolver has been fitted with an external module designed by Crimson Trace. The red laser sighting system features simple activation and precise shot placement in low light conditions. For fast target acquisition when the laser is not in use, the revolver sports a notch-style rear sight and a pinned black blade front sight and is standard with a five-shot cylinder.

For more information on the new M&P BODYGUARD 380 pistol or M&P BODYGUARD 38 revolver, visit www.380reasons.com or <http://www.youtube.com/user/SmithWessonCorp> for exciting new videos on all of the latest products.

About Smith & Wesson

Smith & Wesson Holding Corporation (NASDAQ Global Select: SWHC) is a U.S.-based leader in firearm manufacturing and design, delivering a broad portfolio of quality firearms, related products and training to the consumer, law enforcement, and military markets. The company's brands include Smith & Wesson®, M&P® and Thompson/Center Arms™. Smith & Wesson facilities are located in Massachusetts and Maine. For more information on Smith & Wesson, call (800) 331-0852 or log on to www.smith-wesson.com.

About Crimson Trace

Crimson Trace, the acknowledged industry leader for laser sighting systems and tactical lighting for firearms, is based in Wilsonville, Oregon. Its award-winning innovations include [Lasergrips®](#), [Laserguard®](#) and [Lightguard®](#) --all with [Instinctive Activation™](#). The company's product line also includes the [Defender Series®](#) and [Rail Master®](#) platforms – all are proudly Made in the USA. More details are available at: www.crimsontrace.com or by calling 800-442-2406.