



For Immediate Release

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EOTech Wins at the 2014 PRO Awards

ANN ARBOR, Mich., August 6, 2014 – EOTech, an L-3 Company, announced today that it captured an award in the category of Best International Campaign for its milestone promotion, “The Millionth Sight Challenge,” at this year’s PRO Awards coordinated by Chief Marketer, a leading authority on creative and innovative marketing. Each year, Chief Marketer administers the PRO Awards to celebrate outstanding brand-building campaigns. PRO Awards are coveted by leading brands and creative agencies alike and are considered to be among the most prestigious marketing awards given out. This year’s competition included over 500 entrants in 27 categories.

Standing alongside brand powerhouses like Bose, DuPont and Microsoft, EOTech was one of the only finalists that managed its own promotion internally, without the assistance of a creative marketing agency. Presented by an independent jury of 57 expert peers, the PRO Awards are the benchmark for outstanding creativity and stellar results in marketing. Judging was based on each entrant’s unique marketing strategies, goal-based analytics and the measurable, verifiable success of the campaign. EOTech’s plan was to grow its brand and connect people through social media venues, which exceeded all expectations when its Facebook “Likes” grew organically from roughly 23,000 to over 156,000 by the end of the campaign.

Ed Schoppman, EOTech’s Vice President of Marketing and Sales, said, “When we first conceived this promotion, our goals were admittedly ambitious: travel around the world each week to film a new ‘secret location’ episode, involve the entire online world to double our Facebook fan base, and generate donations for some of our favorite charities, all on a limited budget. That turned into 40 weeks of demanding schedules, complicated logistics, creative thinking and a lot of fun. Naturally, I’m very proud of the EOTech team and would like to thank all of our customers, online followers and many industry friends who helped us exceed every goal.”

As a world leader in electronic firearms accessories, EOTech is honored by this award and is already looking to the future with its next game-changing promotion. Read all about the exciting details of EOTech’s Millionth Sight Challenge on the PRO Awards website: <http://www.chiefmarketer.com/pro-awards-winners/bronze-best-international-campaign>.

EOTech, an L-3 company, delivers cutting-edge technology and products, including holographic sighting systems, tactical lasers, illuminators, and thermal imaging and night vision equipment. EOTech is dedicated to providing high-quality, battle-tested products for military, law enforcement and commercial markets around the world. For more information, call (888) 368-4656 or visit www.EOTechInc.com.

Headquartered in New York City, L-3 employs approximately 48,000 people worldwide and is a prime contractor in aerospace systems and national security solutions. L-3 is also a leading provider of a broad range of communication and electronic systems and products used on military and commercial platforms. The company reported 2013 sales of \$12.6 billion. To learn more about L-3, please visit the company’s website at www.L-3com.com.

Safe Harbor Statement Under the Private Securities Litigation Reform Act of 1995

Except for historical information contained herein, the matters set forth in this news release are forward-looking statements. Statements that are predictive in nature, that depend upon or refer to events or conditions or that include words such as “expects,” “anticipates,” “intends,” “plans,” “believes,” “estimates,” “will,” “could” and similar expressions are forward-looking statements. The forward-looking statements set forth above involve a number of risks and uncertainties that could cause actual results to differ materially from any such statement, including the risks and uncertainties discussed in the company’s Safe Harbor Compliance Statement for Forward-Looking Statements included in the company’s recent filings, including Forms 10-K and 10-Q, with the Securities and Exchange Commission. The forward-looking statements speak only as of the date made, and the company undertakes no obligation to update these forward-looking statements.