



FOR IMMEDIATE RELEASE

OTIS LAUNCHES NEW WEBSITES

Lyons Falls, NY: Otis is excited to announce the launch of two new websites, otistec.com and otisdefense.com. These websites debut Otis Technology's newest branding, which will appear on all packaging and collateral in 2018.

The websites boast significant improvements in user experience through easier main navigations, filtering and searching. The layouts of the websites are more intuitive for ease of use, whether browsing for information or completing a purchase. In addition, the importance of Otis Technology's defense business commanded a dedicated site to its military and law enforcement products through otisdefense.com.

"Our website redesign was long overdue and these new sites are a more accurate reflection of our brand and quality standards," stated Heather Pleskach, associate director of marketing at Otis Technology. She continued, "otistec.com and otisdefense.com better cater to our diverse users and the specific information they are looking for in regards to our products and our business. Users can now navigate quickly and easily on the sites and the robust nature demonstrates our world-class customer service, allowing us to serve our customers better."

Otis Technology partnered with Gray Loon Marketing Group for the development of the two new websites. "Their professionalism and attention to detail was critical to the success of this launch. They delivered exactly to the scope of the project and exceeded our expectations throughout the process. We are thrilled with the results." remarked Hannah Roukous, digital marketing coordinator at Otis Technology.

To commemorate the launch, all new accounts created at otistec.com will be automatically entered for a chance to win a .308cal Thompson Center Encore Pro Hunter. The rifle features custom detailing courtesy of 1776 Gunsmithing and is topped with a Leupold VX-2 4-12x40mm Matte Duplex Scope. Included with the rifle is the Otis Elite Range Box packed full of gun cleaning gear. Winner will be drawn February 19, 2018.

Otis Technology is known for manufacturing the most advanced gun cleaning systems and accessories available. The superior Breech-to-Muzzle® design combined with unmatched quality has positioned Otis as the gun care system of choice with the US Military. Otis Technology is ***SMART GUN CARE.***

###