

Robert Siciliano, security expert and president of StunGun.com, encourages stun gun manufacturers marketing the weapons to civilians

(BOSTON, Massachusetts – March 16, 2005 – STUNGUN.COM) The marketing of stun guns to civilians is increasing. While human rights organizations and law enforcement officials are in disagreement over police departments' use of stun guns, many on both sides have voiced concerns about stun gun ownership for the general public.

On March 5, *St. Petersburg Times* writer Shannon Colavecchio-Van Sickler reported unofficial evidence that Taser International's civilian stun gun model is selling well. Three "Citizen TASER Devices," as the company calls them, are available. The newest and most expensive is the Taser X26^C, which, according to newspaper reports, balances a less powerful stun with a longer range.

"The civilian market for stun guns is promising," said Robert Siciliano, president of StunGun.com. "These devices are finally gaining acceptance. Stun guns have long been confused with 'electrocution,' which is somewhat barbaric. Consumers, like law enforcement, now see that living among predators—and lawyers—requires a 'less-than-litigious' means of self defense."

An expert in personal security and identity theft, Siciliano is author of "The Safety Minute: 01." He has been featured on CNN, FOX News, MSNBC, and CNBC.

"Those who harbor misgivings about purchasing firearms," Siciliano said, "may be less hesitant to buy stun guns for protection. Others, given to risky behavior, may choose stun guns over firearms, which could lead to fewer deaths. It's easier on the conscience to stun than to kill."

The Feb. 11 edition of *The New York Post* mentioned in its business pages the marketing value of the domain name "StunGun.com." On March 8, KDKA Radio in Pittsburgh, Penn., interviewed Mr. Siciliano about the safety of stun guns and StunGun.com's pertinence to the industry. In a March 13 column, Jim Kouri, CPP, vice president of the National Association of Chiefs of Police, drew on Siciliano's commentary about law enforcement's use of stun guns.

The *St Petersburg Times* article also reported concern among law enforcement officials over the sale of stun guns to civilians. "It's going to happen no matter what," said Siciliano. "Civilians will buy more and more stun guns. Just as assault rifles were once intended to be instruments only of the military, their sales have carried over to the general public, albeit with much controversy."

Last month *ABC News* interviewed an Amnesty International spokesperson who voiced the human rights organization's concerns over stun gun sales to civilians. As reported, Taser's president, Tom Smith has disputed Amnesty's claims regarding stun gun deaths allegedly attributable to law enforcement's use of the weapons.

"I implore those on both sides of the issue to look at stun gun technology as a viable alternative to firearms for the masses," Siciliano said, "Despite the controversy, stun guns

as protection for everyday civilians will become the norm. Even for liberal organizations such as Amnesty International, this should be preferable to rampant firearm ownership.”

At least two other stun gun manufacturers have received noticeable press coverage. One is North Carolina-based Law Enforcement Associates Corporation, whose president, Paul Feldman, has videotaped himself being shot by his company’s stun gun. The other, Stinger Systems, recently moved from North Carolina to Springfield, Massachusetts, home of Smith & Wesson, the venerable firearms manufacturer. According to a Feb. 3 Stinger Systems press release, Roy Cuny, a former Smith & Wesson executive who joined Stinger recently as president, was in line to succeed Stinger System’s co-founder, Robert Gruder, to become CEO of the company on March 15.

Siciliano is available to speak with the media about stun gun technology and what it means for civilians as well as law enforcement. Featured on CNN, MSNBC, FOX News, CNBC, "ABC News with Sam Donaldson," "The Montel Williams Show," "Maury Povich," "Sally Jesse Raphael" and "The Howard Stern Show," Siciliano has earned critical praise nationwide for his workshops and seminars.

Certified as an instructor of safety and security by dozens of state governing boards, he teaches people how to avoid and escape assaults. Numerous industry associations have certified his programs to provide their members with security training. He has been quoted in *Reuters*, *RealtyTimes.com*, *Woman's Day*, *Good Housekeeping*, *Mademoiselle*, *The New York Post*, *The New York Times*, *The Washington Times*, *The Chicago Tribune*, *The Christian Science Monitor*, and elsewhere.

Siciliano can be reached at 1-800 STUNGUN (788-6486). The URL www.stungun.com leads to his Web site. Visit his blog at www.1800stungun.blogspot.com.

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