

Press Release

FOR IMMEDIATE RELEASE

December 10, 2014

Phalanx Defense Systems, LLC Announces New Director of Channels & Sales Operations

Dawn T. Irons has joined Phalanx Defense Systems, LLC as the Director of Channels & Sales Operations.

Gainesville, FL; December 5, 2014

Phalanx Defense Systems, LLC, a leader in the design, development and manufacturing of body armor and protective systems and defense products, has announced Dawn Irons as its new Director of Channels & Sales Operations.

"We are excited to have Dawn join our team at Phalanx Defense Systems", said Eric Johnson, Executive Vice President of Sales and Marketing. "Dawn brings a breadth of experience and knowledge of the law enforcement and defense space that is unparalleled. Her addition to the Phalanx team positions us to begin the expansion of our sales teams across the country, but also more effectively answer domestic, federal, and international opportunities that continue to increase with our rapid growth."

Dawn will report directly to Eric Johnson, Executive Vice President of Sales and Marketing, and will be responsible for the management of all dealer and distribution processes and support, globally, as well as the development of all sales support, compliance, contracts and business analytics for the sales teams. Dawn has over 20 years of experience including management and support roles at MACE Security International, Federal Laboratories, Armor Holdings Inc., British Aerospace Engineering (BAE/Safariland) and ALS Technologies.

"I am so very excited to be part of this high energy, customer focused team at Phalanx Defense Systems." said Dawn. "I believe the industry needs what the Phalanx team is creating daily, and I cannot wait to help bring these solutions to our customers and channel partners."

About Phalanx Defense Systems, LLC

Phalanx Defense Systems thrives on identifying and creating technologies that push the limits of engineering. Establishing new standards of performance and excellence within the personal protective and armor industry is done with its team of ballistics engineers, current and former military, and advanced design engineers. Phalanx Defense Systems brings products to market that are unique, creative and most importantly exceed customers' expectations. They address advanced threats and conditions using innovative design and material science, always focusing on gear that protects our protectors BETTER than anything else on the market.