



Press Release

FOR IMMEDIATE RELEASE

July 16, 2014

Phalanx Defense Systems, LLC Announces New Executive VP of Sales and Marketing

Gainesville, FL—Phalanx Defense Systems, LLC, a leader in the design, development and manufacturing of body armor and protective systems, has announced Eric Johnson as its new Executive Vice President of Sales & Marketing.

“We are excited to have Eric join our team in one of our most critical roles within Phalanx Defense Systems”, said James Coats, CEO. “Eric brings the experience we need right now to implement Phalanx Defense Systems’ vision and strategy for growth worldwide.”

Eric will report to CEO James Coats and will manage all sales, marketing and distribution operations globally. He is a graduate of the United States Military Academy at West Point, and brings over 20 years of sales and business leadership experience since leaving the US Army as a Captain. Eric is well known in the law enforcement products industry having held strategic positions at Armor Holdings, Inc.

“I am very excited to be part of the team at Phalanx Defense Systems,” said Johnson. “The team members bring a refreshing laser focus on finding and creating solutions to new threats facing our emergency responders. I am excited to bring these new ideas, packaged in awesome designs, to the law enforcement, fire/rescue, and public safety communities.”

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 a core principal driving its team of current and former military, ballistics engineers, and advanced design engineers. Phalanx Defense Systems brings products to market that are unique, innovative, and most importantly, exceed customers’ expectations. They address advanced threats and conditions through user-centric design principals and evidence-based material science, always focusing on producing gear that protects our protectors BETTER than anything else on the market.

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