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Smith & Wesson® M&P® BODYGUARD® 380 Pistol Now Available With Crimson Trace® Green Laserguard®

Springfield, Mass. (September 18, 2015) – The popular Smith & Wesson M&P BODYGUARD 380 pistol is now available with a factory-installed green Laserguard laser sight from Crimson Trace. Offering enhanced versatility and security for concealed-carry gun owners, the addition of the green Laserguard allows for improved sight acquisition during daytime use.

The green Laserguard is factory installed on the non-integrated laser M&P BODYGUARD 380 models. To activate the laser, firearm users engage Crimson Trace's Instinctive Activation™ switch, which utilizes a button to easily activate the laser when the firearm is held in a natural firing grip. The laser is fully adjustable for windage and elevation.

“The M&P BODYGUARD 380 with green Laserguard by Crimson Trace is the latest addition to extend our M&P line of firearms with green lasers. This new model joins the extremely popular M&P Shield™ pistol in 9mm and 40 S&W, both of which are also available with a factory installed green Laserguard,” said Jan Mladek, General Manager of the M&P® Brand for Smith & Wesson.

The M&P BODYGUARD 380 retains original design features including a 2¾-inch barrel, which contributes to an overall length of 5¼ inches and an unloaded weight of just 12.3 ounces. With its slim-line ergonomic grip, the pistol fits comfortably in the hand and points naturally. Compact, sleek and ergonomic, the M&P BODYGUARD 380 provides owners with optimal personal protection in an easy-to-carry platform.

Additional features on the M&P BODYGUARD 380 include a high-strength polymer frame with a stainless steel slide and barrel. The pistol's double-action fire control system allows for rapid second-strike capability. Adding to its simplicity, the new M&P BODYGUARD 380 is standard with a manual thumb safety and an external take down lever and slide stop. To help aid in quick sight acquisition when the laser sight is not in use, the pistol is standard with stainless steel, drift adjustable dovetail sights. The M&P BODYGUARD 380 has a 6+1 capacity, comes with two magazines and is backed by Smith & Wesson's lifetime service policy.

For more information on the new M&P BODYGUARD 380 pistol with Crimson Trace Green Laserguard, please visit www.smith-wesson.com.

About Smith & Wesson

Smith & Wesson Holding Corporation (NASDAQ Global Select: SWHC) is a U.S.-based leader in firearm manufacturing and design, delivering a broad portfolio of quality firearms, related products, and training to the global military, law enforcement, and consumer markets. The company's firearm division brands include Smith & Wesson®, M&P®, and Thompson/Center Arms™. As an industry leading provider of shooting, reloading, gunsmithing and gun cleaning supplies, the company's accessories division produces innovative, top quality products under Battenfeld Technologies, Inc., including Caldwell® Shooting Supplies, Wheeler® Engineering, Tipton® Gun Cleaning Supplies, Frankford Arsenal® Reloading Tools, Lockdown® Vault Accessories, and Hooyman™ Premium Tree Saws. Smith & Wesson facilities are located in Massachusetts, Maine, Connecticut, and Missouri. For more information on Smith & Wesson, call (800) 331-0852 or log on to www.smith-wesson.com.