



NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT:
Grant Dahlke
Marketing Communications Manager
847-888-7078
gdahlke@k40.com

NEW K40 LASER DEFUSERPLUS WEBSITE UNVEILED

Elgin, IL – July 11, 2002 – Consumer interest in laser detection systems is growing at a rapid pace due to increased usage of laser technology in speed enforcement. Because of this growth, K40 Electronics today unveiled a new website, www.laserdefuser.com, for its performance certified, laser jamming Laser DefuserPlus™.

The new site features an overview of the police laser threat and how the Laser DefuserPlus successfully protects drivers from that threat in a visually striking, but easily understood format. Visitors can also access the latest product information, view independent field test videos, and locate a dealer all from the comfort of home. Previously, the Laser DefuserPlus was featured on K40's full product line website, www.k40.com. Company officials decided the product needed its own site because of its uniqueness, application flexibility, and sheer volume of information.

“Our goal in developing the new site was to position the Laser DefuserPlus as a unique, high-end product that can dramatically increase the performance of anyone’s existing radar detector,” said Kevin Fryer, Marketing Manager of K40 Electronics. “We wanted the site to deliver an upscale image without a lot of jargon and technobabble.”

Established in 1977 and headquartered in Elgin, Illinois, K40 Electronics is a manufacturer and distributor of mobile electronics products including custom remote radar detector systems, portable radar detectors, laser protection and detection systems, CB radios, antennas, and fiberglass whips.