

## **Laser Energetics Dazer Laser™ Sales Activities Necessitate the Hiring of Director of Sales**

Mercerville, NJ – October 20, 2009 – Laser Energetics, Inc. (Pink Sheets: [LNGT](#) - [News](#)) today announced that the astonishing volume of sales interest in the new Dazer Laser™ - Light Fighting Technologies product line, has driven the need to hire Michael Levine as the new Director of Sales of the Dazer Laser™.

Robert D. Battis, Founder, President & CEO of Laser Energetics, stated, “Having transitioned the Dazer Laser™ out of R&D to a fully commercialized product line required an experienced executive to manage the sales process. The response to our Dazer Laser™ weapons has been nothing short of astonishing. We currently have both Manufacturers Representatives and inside sales people supporting them, traveling around many parts of the world and the USA, presenting our ground-breaking products. Given the magnitude of activity, I required top-notch sales leadership to fully capture the incredible opportunities before us, and that’s why we’ve hired Michael Levine.”

Mr. Levine has more than 14 years of experience in strategic marketing, sales and business development in domestic and international markets, having conducted business in over 25 countries. “You really can’t ask for more than to be at the birth of what I believe will be world-wide acceptance of our game changing non-lethal weapons” said Levine, referring to the Dazer Laser product line.

“Michael brings energy and excitement to our already energized team and really understands the significance of what Laser Energetics will accomplish by saving so many lives” said Mr. Battis. “We know many investors have been patiently waiting for Laser Energetics to make the transition from product development to product sales with the Dazer Laser™. Well, that time has come.”

About Laser Energetics, Inc.: Laser Energetics has and continues to develop a comprehensive and strategic laser product line that addresses laser applications in Industry, Science, Medicine, Homeland Security and the Military. The Company has had a primary focus on its Alexandrite laser technology.

Safe Harbor: Statements regarding financial matters in this press release other than historical facts are "forward-looking statements" within the meaning of section 27A of the Securities Act of 1933, Section 21E of the Securities Exchange Act of 1934, and as that term is defined in the Private Securities Litigation Reform Act of 1995. The company intends that such statements about the Company's future expectations, including future revenues and earnings, technology efficacy and all other forward-looking statements be subject to the safe harbors created thereby. The Company is a development stage company who continues to be dependent upon outside capital to sustain its existence. Since these statements (future operational results and sales) involve risks and uncertainties and are subject to change at any time, the Company's actual results may differ materially from expected results.

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