

**For Immediate Release**

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**SureFire Attains ISO 9001:2000 Certification**

**Fountain Valley, CA** -- SureFire, LLC, manufacturer of high-end illumination tools and tactical products, has announced it has been granted ISO 9001:2000 certification for quality management systems (QMS) by Det Norske Veritas.

This certification demonstrates SureFire's dedication to, and implementation of, a dedicated, systematic, and quantifiable approach to quality-of-service standards through a rigorous auditing process. In achieving ISO certification, SureFire has set solid standards and baselines in order to meet and exceed benchmarks going forward for design, development, manufacturing, and supporting operations for its high-performance illuminations tools and tactical products.

"ISO 9001:2000 certification is an important milestone for SureFire and validates our unwavering commitment to delivering the highest quality products and services that our customers have come to expect," said John Matthews, SureFire founder and CEO.

Globally recognized and respected, ISO 9001:2000 standards are set by the International Organization for Standardization (ISO), a Geneva-based worldwide federation of national standards bodies. ISO 9001:2000 standards specify organizational requirements in documentation, procedures and operations for a quality management system and are important for a business focused on demonstrating its ability to consistently provide products or services that meet customer satisfaction and applicable regulatory requirements.

"SureFire is an industry leader when it comes to technology and manufacturing, but this certification represents our desire for continuous improvement in every aspect of our

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business,” said Chief Administrative Officer, Joel Smith. He continued, “This accreditation will make us more competitive in domestic and international markets by ensuring each process we perform includes a method of monitoring for effectiveness and efficiency, and we can see the progress for continuous improvement as it happens.”

Det Norske Veritas (DNV), an official accreditation body for ISO 9001 standards headquartered in Oslo, Norway, made the recommendation for certification of SureFire in September 2008. The certification was awarded in October 2008.

### **About SureFire**

Located in Fountain Valley, California, SureFire is the leading manufacturer of high-performance flashlights, weapon-mounted lights, and other tactical equipment for those who go in harm’s way or anyone who demands the ultimate in quality, innovation and performance. SureFire illumination tools are used by more SWAT teams and elite special operations groups than any other brand. SureFire is an ISO 9001:2000 certified company. For information, call **800-828-8809** or visit [www.surefire.com](http://www.surefire.com).

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