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ATK to present RIPR (a product by Reset) at the Infantry War Fighting Conference Booth # 3110

Simi Valley, California- RESET is pleased to announce that the Rifle Integrated Power Rail (RIPR) will be showcased at the Infantry War Fighting Conference, Fort Benning, GA September 13-16, 2010 at the ATK booth (#3110). ATK and RESET are no strangers at working together with the recent effort to enter the RIPR into the AEWE Spiral G competition. The military is looking for strategic, technological and cost effective solutions to protect our country. RESET and ATK are answering that call.

ATK is a company founded on new technology, aiding the military in meeting the needs of our soldiers and working with companies that have the pulse on the future. Following on that strategy, RESET has developed the RIPR, a new product that will reduce the size of weapon mounted accessories, save overall weight while increasing the power for the purpose built devices.

ATK Business Development Manager, Mike Stucki said, "It's great that we get a chance to showcase the RIPR at our booth. RESET has certainly shown that the RIPR could be an integral part of the Infantry's Ground Soldier System. We've worked with RESET on several opportunities within the military and we're hoping for a great future together."

Galen Puccini, Chief Operating Officer for Reset states, "ATK is a great organization and all of the people involved certainly show why our two companies work so well together. ATK is amazing at being a major corporation with the flexibility of a small business. I can see why they are a leader in providing high end solutions to our military".

By eliminating the redundant battery compartments and batteries associated with each weapon mounted device, RIPR will directly provide power to these devices, thus reducing device sizes by up to 50%. By drawing on RIPR's increased battery output, currently deployed devices will run longer and devices with higher power demands will be more readily deployable.

The RIPR is the first powered rail adaptor for tactical weapon accessories. The RIPR centralized power pack replaces multiple battery types currently carried by soldiers and adapts to all M-1913 Picatinny and NATO STANAG rails. This universal standard greatly reduces weight on the soldier as well as the logistic and supply chain costs caused by multiple battery types. The central location of the power pack also improves weapon balance.

For over forty years, RESET has served the computer, telecommunications, and general electronics industries with cost effective solutions through the highest level quality parts support, and reverse logistics services. For more information on RESET and the Rifle Integrated Power Rail, please visit www.reset-inc.com.

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