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Michael Massimo Promoted to ProForce LE Executive VP

**Immediate Release
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PRESCOTT, ARIZONA – ProForce Law Enforcement is pleased to announce the promotion of Michael (Mike) Massimo, to Executive Vice President of ProForce Law Enforcement.

Mike has over 25 years of experience in the firearms business. His passion for the industry and previous roles as Account Executive, Sales Manager, Vice President of Sales/Purchasing, and Senior Vice President have proven to be a pivotal part of ProForce’s growth over the last several years. He will continue to oversee all divisions of ProForce and report to CEO Bryan Tucker.

“I have the great fortune to have had observed first hand, Mike excel in all of the various responsibilities we have thrown at him over the many, many years. He is a tremendous asset to the ProForce team. We look forward to his continued leadership for many more years to come,” stated Bryan Tucker, President/CEO ProForce Law Enforcement.

ProForce Law Enforcement is a major distributor of law enforcement firearms and equipment. The company sells exclusively to law enforcement agencies, individual officers, active and retired military professionals, security personnel, medical first responders and fire professionals. ProForce has operations in Prescott, Arizona and Brea, California and traveling law enforcement agency sales representatives throughout the Western United States. The company features an excellent selection from top manufacturers such as Taser, Glock, Remington, Safariland, Smith & Wesson, Bushmaster, Colt, H&K, Beretta, Surefire, Ruger, Springfield, Sig Arms, EOTech, Aimpoint, Magpul, Streamlight, FN America, Trijicon, UTM and many more.

For information about ProForce or its products please visit our website

www.proforceonline.com call (800) 367-5855 or email sales@proforceonline.com

This press release is available as a PDF at www.proforceonline.com