



FOR IMMEDIATE RELEASE
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**Cannon Safe Inc. Teams Up with Experticity at SHOT Show
Promotes In-Booth Activation to Give Away \$1,000 Home Safe**

Las Vegas, Nevada - Cannon Safe, the leader in home safe design and technology and the largest manufacturer of Secure Organization™, is combining their trade show activation efforts with Experticity at the SHOT Show by showcasing Experticity's award winning quiz vending machine. Show attendees have a chance at winning a \$1,000 Home Office safe from Cannon Safe by testing their knowledge of Cannon Safe and GunVault products, features and warranty. Smaller prizes will be given at the time of entry based off the number of correct answers on the five-question quiz. A random grand prize winner will be chosen from the pool of entries.

Experticity received an American Marketing Association's award for Unique Trade Show Activation in 2015 due to its creative way of creating a memorable, yet purposeful, experience for both attendees and exhibitors. In addition to lead acquisition, the participants also help the brand determine how effective their main marketing points are being received based off the results of the quiz.

Cannon Safe is exhibiting at the Shot Show running January 19-22 in booth # 12714 in the Sands Expo Center in Las Vegas, Nevada. Cannon Safe also has its own Home and Home Office Safe Collections as well as their hidden-in-plain-site safes by Cannon Security Products that will be on display.

About Experticity

Experticity has built the world's largest community of influential category experts and connects them with more than 600 of the world's top brands to create a new breed of buying experience — one that is informed, genuine and mutually beneficial. Experticity's community of nearly 2 million experts is comprised of industry professionals, category opinion leaders and influential retail sales associates that are actively sought out for trusted recommendations on what to buy. Experticity is based in Salt Lake City, Utah and led by Tom Stockham, a CEO with an impressive track record of championing companies like Ancestry.com and Ticketmaster. To learn more about Experticity and how its rapidly growing community of brands and experts are transforming today's buying experience, visit experticity.com.

About Cannon Safe

Founded in 1965, Cannon Safe® is the most trusted name in protection and the leader in home safe design and technology. Designed to be part of everyday life, Cannon Safe products offer ultimate protection from fire, natural disasters and theft. Cannon Safe is the only safe company to offer free parts, free labor and free freight for safes damaged by burglary, natural flood or fire for the lifetime of the safe. Cannon Safe Inc. subsidiary brands include Cannon Safe (www.cannonsafe.com), GunVault (www.gunvault.com), and Cannon Security Products (www.cannonsecurityproducts.com).