



FOR IMMEDIATE RELEASE
March 22, 2016

**Cannon Safe Promotes Danielson to VP, Marketing
Adds Rose Tiliakos to His Team as the New Marketing Manager**

Las Vegas, Nevada – Cannon Safe Inc., the leader in home safe design and technology and the largest manufacturer of secure organization, is pleased to announce that Peter Danielson, who joined the Cannon Safe team in July 2015, has recently been promoted to Vice President of Marketing and Customer Experience. Additionally, Cannon Safe welcomes Rose Tiliakos who this week joined Cannon's marketing team as the new Marketing Manager. This expansion is on par with Cannon's efforts to achieve their BHAG goal of "A Safe in Every Home."

Danielson has more than 20 years of successful management, marketing and revenue leadership experience with small- and mid-sized organizations, as well as Fortune 500 companies. Tiliakos brings nearly 20 years of retail experience from both in-store and corporate-level perspectives. Her knowledge and experience with promotional, point-of-sale and behavior-based marketing was instrumental in Cannon's decision to add her to the team.

"Pete has brought a wealth of industry and marketing knowledge to the Cannon Safe brands," says Aaron Baker, Cannon Safe CEO. "Additionally, the support he will receive from a seasoned expert in Rose will be extremely beneficial as we continue to target new consumer segments."

Danielson holds a B.S. in Business Administration with concentrations in Management, Marketing and Psychology from the University of Wisconsin at La Crosse. Tiliakos holds a Master of Business Administration (MBA) from Nova Southeastern University.

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).

Media Contact: Ashlee Campbell
702.910.2400