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Smith & Wesson Announces New M&P Shield® M2.0™ Pistol Series *The M&P M2.0 Family Just Got Slim...and Bright*

SPRINGFIELD, Mass., (October 16, 2017) – Smith & Wesson Corp. today announced the launch of its new M&P Shield M2.0 pistol series, including the M&P Shield M2.0 pistol with Integrated Crimson Trace® Laser. Available in 9mm and .40 S&W, the M&P Shield M2.0 pistol family builds upon the popular M&P M2.0 platform, delivering professional-grade features and proven performance in a slim, lightweight, and easy-to-carry profile that incorporates the enhanced M2.0 feature set.

James Debney, President, and CEO of American Outdoor Brands Corporation said, “When we launched the M&P Shieldpistol, it quickly became the pistol of choice in the concealed carry market. Having recently shipped our 2-millionth M&P Shield pistol we are now excited to build upon its success by introducing our newest Shield in the popular M&P M2.0 series of products. As personal protection continues to be a leading driver for consumers purchasing a handgun, the M&P Shield M2.0 pistol and M&P Shield M2.0 pistol with Integrated Crimson Trace Laser both provide an all-in-one package for those looking for an everyday carry firearm.”

The M&P Shield M2.0 pistol builds upon the success of the best-selling M&P Shield pistol line through notable enhancements, including the M&P M2.0 crisp trigger with lighter trigger pull, a tactile and audible trigger reset, and aggressive grip texture for enhanced control. Those familiar with the M&P Shield product line will recognize the familiar, slim profile and 18-degree grip angle for a natural point of aim. Available with or without a manual thumb safety, the M&P Shield M2.0 pistol series features a 3.1” barrel in both 9mm and .40 S&W, is available with both white dot sights or tritium night sights, and ships with one standard and one extended grip magazine.

The M&P Shield M2.0 pistol is also available with Integrated Crimson Trace Laser, providing consumers with an out-of-the-box concealed carry solution that features two laser modes and ambidextrous laser activation for user confidence and reliable performance day or night.

The new M&P Shield M2.0 pistol carries an MSRP of \$479, or an MSRP of \$579 including tritium night sights.

The new M&P Shield M2.0 pistol with Integrated Crimson Trace Laser carries an MSRP of \$499.

For more information about the M&P Shield M2.0 family of pistols, including spec sheets and images, please [click here](#).

For more information on Smith & Wesson products, please visit www.smith-wesson.com

About Smith & Wesson

Smith & Wesson Corp. is a provider of quality firearms for personal protection, target shooting and hunting in the global consumer and professional markets. Smith & Wesson is world famous for its handguns and long guns sold under the Smith & Wesson®, Performance Center®, M&P®, Thompson/Center Arms™, and Gemtech® brands. Through its Manufacturing Services Division, Smith & Wesson Corp. also provides forging, machining, and precision plastic injection molding services to a wide variety of consumer goods companies. For more information on Smith & Wesson, call (800) 331-0852 or log on to www.smith-wesson.com.