



MINELAB, WORLD LEADER IN METAL DETECTING TECHNOLOGIES, LAUNCHES ITS FIRST U.S. E-COMMERCE WEBSITE AND SHOWROOM

FOR IMMEDIATE RELEASE

Lisle, Ill., Dec. 15, 2014 –[Minelab](#), the world leader in providing metal detecting technologies for consumer, humanitarian demining and military needs, today announced the official launch of its [first e-commerce website](#) in the United States. The website, currently live, will market all available detector models, as well as accessories.

Along with launching its first U.S. e-commerce site, Minelab has opened its first product showroom. Located in a Chicago suburb at 1938 University Lane, Ste. A in Lisle, Ill., the showroom is complete with all Minelab detectors and accessories, each available for testing.

“The e-commerce website was specifically created for our American customers who are outside of the proximity of our dealers, and the showroom will allow customers to test our detectors before purchasing,” said Gary Schafer, General Manager of Worldwide Consumer Markets. “With both of these new developments, we are delighted to give all of our Minelab enthusiasts a direct and convenient way to both test and buy our products.”

The website, which includes a deal of the day, allows customers to browse Minelab’s entire collection of products, including its Adventure, Treasure and Gold detector models, as well as to shop by application. The website’s Lifestyle Collection features additional Minelab merchandise, such as digging gloves, vests and backpack kits, specifically created to fit detectorists’ needs.

To learn more about Minelab, visit the corporation website at www.minelab.com and to purchase a Minelab detector, visit <http://store.minelab.com> or an authorized Minelab dealer.

About Minelab:

Minelab is an Australian-built, multi-award winning business that has successfully scaled world markets to command global leadership in its key areas of operation. Based in Torrensville, South Australia with regional headquarters in Cork, Ireland and Chicago, U.S., the company specializes in advanced electronic technologies. Since its origins in 1985, Minelab has been the world leader in providing metal detecting technologies for consumer, humanitarian demining and military needs. Through devotion to research and development and innovative design, Minelab is today a major world manufacturer of hand-held metal detector products. Over the past 28 years, Minelab has introduced more innovative and practical technology than any of its competitors and has taken the metal detecting industry to new levels of excellence. Minelab is a Codan Limited company (ASX: “CDA”).

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