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Arotech Engages Hayden IR To Lead New Strategic Investor Relations Effort

Company launches new investor relations website

ANN ARBOR, Mich., Feb. 11, 2015 /PRNewswire/ --**Arotech Corporation (NasdaqGM: ARTX)** today announced that it has engaged Hayden IR, a highly-recognized national investor relations consulting firm, to lead a new strategic investor relations effort aimed at increasing institutional awareness and enhancing shareholder value.

"Over the past year, we have executed on a number of initiatives to strengthen our business, expand our addressable market and position Arotech to meet growing market demand for engineered solutions within the defense and security market," said Steven Esses, President and Chief Executive Officer of Arotech. "With a strong pipeline of new opportunities within both the Power Systems and the Training and Simulation divisions of our business, we felt it was an opportune time to engage a strategic investor relations firm to help us more efficiently communicate our near- and long-term prospects to the market and expand awareness in our company."

With offices in New York, Phoenix, and Minneapolis, Hayden IR provides a comprehensive range of investor relations services. Hayden IR works with micro- and small-cap public companies to more effectively communicate with the institutional investment community and connect its clients to an extensive network of investors, analysts and money managers across the country through a comprehensive, multi-tier proactive program.

Brett Maas, Managing Partner of Hayden IR, added, "With a healthy backlog and a number of near-term opportunities for new multi-year contracts, Arotech is well positioned to generate strong cash flows and further leverage its cost structure to enhance EBITDA and improve profitability. Hayden IR brings a proven track record of helping established micro- and small-cap companies enhance their value by delivering the right message to the right audience, and by establishing high-quality, long-term relationships with institutional investors, analysts and other influential members of the financial community."

About Arotech Corporation

Arotech Corporation is a leading provider of quality defense and security products for the military, law enforcement and homeland security markets, including multimedia interactive simulators/trainers and advanced zinc-air and lithium batteries and chargers. Arotech operates two major business divisions: Training and Simulation, and Power Systems.

Arotech is incorporated in Delaware, with corporate offices in Ann Arbor, Michigan, and research, development and production subsidiaries in Alabama, Michigan, South Carolina, and Israel. For more information on Arotech, please visit Arotech's website at www.arotech.com.

About Hayden IR

With offices in New York, Phoenix and Minneapolis Hayden IR provides a comprehensive range of investor relations services to a growing list of clients. For more than a decade, Hayden IR has been a recognized leader in driving market recognition and creating sustainable competitive advantages for more than 200 micro- and small-cap companies. Hayden's team of IR professionals draw from "Wall Street," finance, agency and media backgrounds and continuously strive to maximize the ongoing corporate visibility and market capitalization of clients through a comprehensive, multi-tier proactive program. For more information on Hayden IR, please visit the company's website at www.haydenir.com.

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Except for the historical information herein, the matters discussed in this news release include forward-looking statements, as defined in the Private Securities Litigation Reform Act of 1995. Forward-looking statements reflect management's current knowledge, assumptions, judgment and expectations regarding future performance or events. Although management believes that the expectations reflected in such statements are reasonable, readers are cautioned not to place undue reliance on these forward-looking statements, as they are subject to various risks and uncertainties that may cause actual results to vary materially. These risks and uncertainties include, but are not limited to, risks relating to: product and technology development; the uncertainty of the market for Arotech's products; changing economic conditions; delay, cancellation or non-renewal, in whole or in part, of contracts or of purchase orders (including as a result of budgetary cuts resulting from automatic sequestration under the Budget Control Act of 2011); and other risk factors detailed in Arotech's most recent Annual Report on Form 10-K for the fiscal year ended December 31, 2013 and in Exhibit 99.3 to Arotech's Current Report on 8-K, filed on April 1, 2014, and other filings with the Securities and Exchange Commission. Arotech assumes no obligation to update the information in this release. Reference to the Company's website above does not constitute incorporation of any of the information thereon into this press release.

To view the original version on PR Newswire, visit <http://www.prnewswire.com/news-releases/arotech-engages-hayden-ir-to-lead-new-strategic-investor-relations-effort-300034238.html>

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