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FOR IMMEDIATE RELEASE
January 13, 2017

GPO, USA HIRES MURSKI BREEDING SALES AGENCY FOR 37 STATES

Midlothian, Virginia, January 13, 2017 — GPO, USA, the industry’s newest premium optics company has hired Murski Breeding Sales to represent GPO, USA in 37 southern, central, northern, and eastern states. The sales agency will be responsible for all channels of trade and all products within the GPO portfolio for these regions.

“The Murski Breeding Sales agency is a highly organized and incredibly well-respected sales group in this industry,” says Michael Jensen, owner and CEO of GPO, USA. “They bring experience and credibility to whomever they represent and will serve this brand well to their hundreds of dealers and VIPs that they have long-term relationships with.”

Murski Breeding Sales will be responsible for servicing all channels of trade, including retail, wholesale, e-commerce retailers, chain stores, and mass merchants. States represented are Alabama, Arkansas, Connecticut, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Nebraska, New Hampshire, New Jersey, New York, North Carolina, North Dakota, Ohio, Oklahoma, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Vermont, Virginia, West Virginia, and Wisconsin. Retailers within these regions seeking information about premium GPO products can contact GPO, USA directly or Murski Breeding Sales at 214-637-0979.

“It’s an honor to be welcomed into this brand and to represent GPO, USA at the beginning of its journey.” says Matt Breeding, president and CEO of Murski Breeding Sales. “We expect that with these products and its company leadership, GPO will be a brand that will be recognized by consumers and dealers in a very short period of time, for a very long time.”

All GPO products purchased in the USA include GPO, USA’s Spectacular Lifetime Warranty™. Full details of this warranty can be found at www.gpo-usa.com.

WE FIGHT – WE SUPPORT – WE CARE. GPO, USA is proud to contribute a portion of all sales proceeds to the following organizations: Rocky Mountain Elk Foundation, National Rifle Association, Safari Club International, Wounded Warriors Project, and the American Birding Association. For additional information on these efforts, visit www.gpo-usa.com or e-mail gpocares@gpo-usa.com.

About GPO, USA:

GPO, USA is an American-based company that creates and sells premium outdoor sporting optics to avid outdoor enthusiasts who seek high-quality premium optics for their sport. Based in Midlothian, Virginia, it is owned and operated by Michael Jensen, an outdoor industry veteran who has successfully assisted in leading numerous premium brands such as Zeiss, Swarovski, Remington, and Marlin to benchmark-success levels. GPO, USA works in tandem with GPO, GbmH, a Germany-based company owned and operated by Richard Schmidt, former CEO of Carl Zeiss Sports Optics, GmbH. GPO, GmbH is the global owner of the GPO brand. Together, GPO, USA and GPO, GmbH design, engineer, and have produced optics that meet the highest specifications in the products' price/class segments. GPO, USA is committed to enhancing the experience of outdoor enthusiasts by bringing premium products with better features at similar prices or similar-quality premium products at better prices. GPO, USA is unique not only in creating premium sporting optics but also in offering one of the best warranty service policies in the industry. The company also publicly supports select organizations that protect conservation, our country, and our constitutional rights. For more information about GPO, USA, visit www.gpo-usa.com or e-mail info@gpo-usa.com.