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**NEWS RELEASE
FOR IMMEDIATE RELEASE**

**German Precision Optics (GPO) USA Partners with Hunter Outdoor
Communications**

MIDLOTHIAN, Va. (Oct. 29, 2018) — GPO, USA, the industry's newest premium optics company, has announced today that it has partnered with Hunter Outdoor Communications to handle its public and media relations program in the U.S. This appointment is effective immediately.

"I have put everything into GPO for the past two years, and I have seen the company grow," said Mike Jensen, owner and CEO. "I chose to partner with Hunter Outdoor Communications because I know and trust this team. The principals have an incredible amount of knowledge and experience with optics and the marketplaces GPO needs exposure to increase awareness of our exceptional product line. I have worked with Karen Lutto to successfully launch several different companies and brands. It is now time to take GPO, USA to the pinnacle of success; this is the team that can help us do just that."

Hunter Outdoor Communications' public relations program for GPO, USA will encompass the development and implementation of an aggressive communications plan focusing on the company's traditional outdoor markets as well as new markets that will address new products to be launched in 2019. These exciting new product announcements will be coming shortly.

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, Va., 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 German-based company, owned and operated by Richard Schmidt, formerly 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 create optics that meet the highest specifications in the products price/class segments. GPO, USA is committed to enhance the experience of outdoor

enthusiasts by bringing to market premium products with better features at similar prices or similar-quality products at better prices. GPO, USA is unique in the fact that it not only creates premium sporting optics, but it also offers one of the best warranty-service policies in the industry, and it publicly supports select organizations that protect conservation, our country and our Constitutional rights. For more information about GPO, USA visit gpo-usa.com or e-mail info@gpo-usa.com.

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