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FOR IMMEDIATE RELEASE
March 24, 2017

GPO, USA, PRODUCTS NOW AVAILABLE AT OPTICS PLANET

MIDLOTHIAN, Va. (March 24, 2017) — GPO, USA, the industry’s newest premium optics company, is proud to announce that Optics Planet, Inc., is now a full-stocking retailer of all GPO products. Optics Planet, one of the United States’ largest online optics retailers, will be a strategic partner of GPO, USA, in sales, digital marketing, promotions and brand awareness.

“What a great company to be associated with,” said Michael Jensen, owner and CEO of GPO, USA. “Optics Planet is one of the world’s largest and most reputable organizations, retailers and e-commerce specialists. Their immediate support of this brand confirms the impact GPO is making in the market. We are proud to have them as a partner.”

Optics Planet, Inc., headquartered in Northbrook, Illinois, will sell and service the entire portfolio of GPO, USA, products. As the flagship store of [Optics Planet, Inc.](#), OpticsPlanet.com offers brick-and-mortar know-how and customer care combined with the diverse product selection and extremely competitive prices of an Internet retailer.

“Optics Planet is always looking to partner with the newest and most exciting players in the sports optics world,” said Alex Royzen, supply chain development manager at Optics Planet, Inc. “We are seeing excitement surrounding GPO, USA, optics both internally and externally, and we are proud to offer this new entrant to our passionate customer.”

All GPO products purchased in the United States 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 and the American Birding Association. For additional information about these efforts, visit www.gpo-usa.com or email gpocares@gpo-usa.com.

About GPO, USA:

GPO, USA, is an American-based company that creates and sells premium sporting optics to avid outdoor enthusiasts. 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, including Zeiss, Swarovski, Remington and Marlin, to benchmark-levels of success. GPO, USA, works in tandem with GPO, GmbH, a German-based company owned and operated by Richard Schmidt, the 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 their products' price and class segments. GPO, USA, is committed to enhancing the experience of outdoor enthusiasts by bringing premium products with better features at similar prices to — or similar-quality premium products at better prices than — comparable optics. GPO, USA, is unique in that the company not only creates premium sporting optics but also offers one of the best warranty service policies in the industry. The company also publicly supports select organizations that promote conservation and protect our country and our constitutional rights. For more information about GPO, USA, visit www.gpo-usa.com or email info@gpo-usa.com.

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