



Contact Matt Foster
Telephone 844-MY-BINOS (844-692-4667)
Cell 503-869-3152
Email mfooster@fmj556.com
Website GPO-USA.com

FOR IMMEDIATE RELEASE
March 3, 2017

GPO, USA, PRODUCTS NOW AVAILABLE AT CAMERA LAND, INC.

MIDLOTHIAN, Va. (March 3, 2017) — GPO, USA, the industry’s newest premium optics company, is proud to announce that Camera Land, Inc. is now a full-stocking retailer of all GPO products. Camera Land, Inc., one of the United States’ largest online and brick-and-mortar optics retailers, will be a strategic partner of GPO, USA, in sales, digital marketing, promotions and brand awareness.

“You can’t ask for a better industry partner,” said Michael Jensen, owner and CEO of GPO, USA. “Camera Land is as visible and powerful as anybody in the USA. Their customer base is incredibly loyal, and the GPO brand offered by Camera Land assures consumers that they are dealing with both a quality brand and a quality retailer.”

Camera Land, Inc., headquartered in Old Bethpage, New York, will sell and service the entire portfolio of GPO, USA, products. This retailer is actively engaged in e-commerce and has a strategic alliance with all online member forums in the industry.

“We at Camera Land are very excited about working with Mike Jensen and GPO. They are bringing a wonderful product to market priced below what we expected while not reducing the quality that we had hoped for,” said Doug Paymer, vice president and lead strategist of Camera Land, Inc. “We have been a family-owned and -operated business since 1957, and we believe in making a customer, not a sale. Our pop sold to people who now have their kids and grandkids coming to us. With that in mind, we only handle products that we believe in and would use ourselves. a side note, showing the type of company GPO is, they have agreed that a portion of every GPO sale made through Camera Land will be donated to United Cerebral Palsy (a charity we have been supporting for many years).”

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-level 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.

###