



**NEWS RELEASE
FOR IMMEDIATE RELEASE**



GPO USA Names Carol Higgins Operations Manager

RICHMOND, Va. (May 20, 2019) — German Precision Optics (GPO), USA today announced the appointment of Carol Higgins to the position of Operations Manager. In this capacity, Higgins will be responsible for overseeing the entire organizational process of incoming product orders, managing all company shipping and inventory, project oversight, technical training and development, client account management, and implementing operational policies and procedures. Analytical data on key customers and products will also be produced as requested. She will report directly to Michael Jensen, GPO USA owner/CEO.

Higgins comes to GPO with more than 30 years of experience in the sporting optics industry. Prior to joining the GPO team, she worked at Carl Zeiss Sports Optics from 1985 until 2018. During that tenure, she established the customer service division and later the company's inside sales department. She later gained the title of Customer Service Manager, handling the responsibilities pertaining to dealers, consumers and repairs.

"I am very excited to be utilizing my many years of experience in customer service in the sporting optics industry to help grow GPO USA" said Higgins. "It is critical that our customer service is to the high standards that our products are. I am here to ensure that this happens each and every day."

Carol and her family reside in Chesterfield County, Va.

About GPO USA

German Precision Optics was founded on the premise that design, engineering and quality management is 100 percent controlled in Germany to its strictest standards, yet products can be produced at some of the largest production facilities around the world. This unique corporate structure allows GPO to offer the highest quality products with better features at a significantly better price. The company is 100-percent confident that all of its products will not only function perfectly but will exceed all expectations. Therefore, GPO, USA has created an industry-leading Spectacular Lifetime Warranty™. With outstanding professional service, GPO USA will take care of its products before, during, and after the purchase at no charge—EVER. Founded in 2016, GPO has its US headquarters in Richmond, Va. For more information on GPO US visit www.gpo-usa.com or call 844-MY BINOS (844-692-4667.)

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