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NEWS RELEASE

FOR IMMEDIATE RELEASE

German Precision Optics Teams Up With Southern Outdoor Sales For TALO States

RICHMOND, Va. (September 9, 2019) — German Precision Optics (GPO) USA, a leader in the engineering, design and development of premium binoculars, riflescopes and rangefinders, is pleased to announce a partnership with Southern Outdoor Sales for representation in the TALO states. This sales region encompasses, Texas, Arkansas, Louisiana and Oklahoma and represents one of the strongest firearm and firearm accessory sales regions in the country.

“The GPO sales team is growing and we are very excited to welcome Southern Outdoor Sales to our team,” said Mike Jensen, owner and CEO. “We are confident that their passion, determination and experience in this critical region will help us to reach and exceed our sales goals.”

Southern Outdoor Sales is an independent sales rep group that is owned and operated by outdoor industry veterans Paul Thorpe and Marcus Jurecka. Combined, the two have more than half a century of industry experience at work for their long list of archery, hunting, shooting and outdoor clients. Headquartered in Arkansas, Southern Outdoor Sales can be reached at 870-635-0015.

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% 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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