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**NEWS RELEASE
FOR IMMEDIATE RELEASE**



GPO USA Names Dane Bergeron National Sales Manager

RICHMOND, Va. (Sept. 11, 2019) — German Precision Optics (GPO) USA, a leader in the engineering, design and development of premium binoculars, riflescopes and rangefinders, today announced the appointment of Dane Bergeron to the position of national sales manager. In this new position, Bergeron will be responsible for maintaining, managing and resourcing the U.S. sales force for GPO. He will coordinate targeted marketing initiatives and in-depth training programs to cultivate long-term partnerships with the current and future GPO customers. He will report directly to Mike Jensen, owner and CEO.

Bergeron has more than 13 years experience in the sales and service field and three decades of active service in the United States Army Special Forces. For the past 10 years, Bergeron has owned and operated Blue Light Tactical Solutions, a consulting firm providing security and special operations for the U.S. Special Operations Command. Prior to that, he held a position as a regional sales representative, handling top lines in the outdoor industry.

“We are excited to have Dane join our team to lead our sales force,” said Jensen. “We aim to combine his knowledge, experience and expertise with our growing brand to help further drive growth opportunities for our customers, as well as his ability to create product solutions for our customers.”

A graduate of Liberty University, Bergeron holds a BS in Business Administration/Project Management and an MBA in Business Administration. He currently resides in DeRidder, La.

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 USA, visit www.gpo-usa.com or call 844-MY BINOS (844-692-4667).

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