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NEWS RELEASE
FOR IMMEDIATE RELEASE

**GPO USA Continues Support of Retailers with its
New Rewards Program**

RICHMOND, Va. (Oct. 16, 2019) — German Precision Optics (GPO) USA announced the introduction of its groundbreaking “My GPO Points™ program” that makes life exponentially easier than any other points program in the industry for retail salespeople to earn and redeem points on GPO products. The program is e-mail based, and it also awards points for social media interaction with GPO Facebook pages.

The My GPO Points program is fast and easy and doesn’t even require the cost of a postage stamp. Simply register on-line, sell a GPO product, take a picture of the receipt with your smart phone and send it in to the GPO program e-mail address to earn 10 percent of the published sales price. Each \$10 increment of the sale price gains the salesperson \$1 redeemable for the purchase of a GPO product. For example, the GPO PASSION™ HD 10x42 has a retail value of \$999.99 and selling one of these products will earn 100 My GPO Points.

To participate, simply register by e-mailing GPO at mygpopoints@gpo-usa.com, and provide your name, address, and phone number. Then, upon selling a GPO product, take a photo of the sales receipt with your smartphone, and e-mail the photo of the receipt to the mygpopoints@gpo-usa.com address with the model name and serial number in the subject line. Liking and following the [GPO Binoculars/Hunting](#) page and the [GPO Rifle Scope and Shooting](#) page on Facebook will add 10 additional points to the sales clerk account. Sharing posts from either page will also gain five points for each new GPO post shared. To add points from social media, simply take a screenshot of the like/follow or shared post, and e-mail it to mygpopoints@gpo-usa.com.

“Traditionally, points programs have been complicated for clerks to collect points, and usually consist of photocopying a receipt, filling out a form and physically mailing it in,” said Mike Jensen, GPO USA president. “Submissions are often lost or unvalidated, and clerks end up shorted. I have written and run various points programs at different companies over the years, and I have always wanted to create one that was very easy for clerks to collect and redeem points. This one does just that and it adds social media into the mix for added points.”

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 U.S. 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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