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NEWS RELEASE
FOR IMMEDIATE RELEASE

**German Precision Optics Partners with BCE Marketing
For TALO States**

RICHMOND, Va. (Nov. 20, 2019) — German Precision Optics (GPO) USA, a leader in the engineering, design and development of premium binoculars, riflescopes and rangefinders, announced today that it has partnered with BCE Marketing for sales representation in the TALO states. This sales region, which represents one of the strongest firearm and firearm accessory sales regions in the country, includes Texas, Arkansas, Louisiana and Oklahoma. This partnership is effective immediately.

“We are excited to have BCE Marketing join the fast-growing GPO team. They have a dedicated and very experienced sales force with a strong presence and excellent reputation in the TALO states, ,” said Dane Bergeron, national sales manager. “This addition to our sales team will continue our growth across the country.”

Headquartered in Kansas City, BCE Marketing’s eight-person team is committed to providing quality, professional representation of their manufacturers’ products. Through their many sales and marketing programs BCE represents its clients’ products to distributors, retailers and the consumer. They strive to create long-lasting partnerships through innovation, communication and teamwork.

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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