



**NEWS RELEASE  
FOR IMMEDIATE RELEASE**



**Register to Win a GPO 10x50 RangeGuide™ at the Archery Trade Show (ATA) in  
Louisville, Ky**

**RICHMOND, Va. (Dec. 13, 2021)** — German Precision Optics (GPO), USA has announced its dealer giveaway for the ATA show in Louisville, Ky January 7-9, 2022. One lucky dealer will be going home with GPO's award-winning RangeGuide 10x50 binocular. This flagship rangefinding binocular may be small in size, yet it boasts exceptional edge-to-edge clarity as well as precise ranging on reflective targets out to nearly 1.75 miles. Standing just 6.3 inches tall, one might marvel that the GPO RangeGuide is just a compact 10x50 binocular. But it not only lives up to its 22.36 twilight factor; it actually can accurately range targets out to 3,062 yards with inclination/declination compensation, all while tipping the scales at a mere 35 ounces. The magnesium frame is to thank for much of the light weight, but the small footprint of the internal laser rangefinding engine is the RangeGuide's biggest feature. It has a suggested retail value of \$1800.

Registration cards will be available at the OutTech Innovation Event on Thursday, January 11<sup>th</sup>, the night before the show opens, or any time during the show at the GPO booth #3811. Each dealer can register one time. The winner of the RangeGuide will be drawn and announced 1 hour before the show closes.

"This has become one of the hottest rangefinders in the industry. Our new compact 32mm rangefinding binocular that debuts at ATA will be equally stunning. Dealers shouldn't miss this opportunity to register to win this great product", say Mike Jensen, owner of GPO USA.

**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 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](http://www.gpo-usa.com) or call 844-MY BINOS (844-692-4667).

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