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**PRIMARY ARMS OPTICS ANNOUNCES NEW PRODUCTS FOR SHOT SHOW 2020**

Primary Arms Optics Reveals a Full Lineup for SHOT 2020

All New GLx Prism Scope and Improved Best-Selling SLx Prism Scopes in the Industry

Innovative New SLx 25mm Red Dot Sight and SLx 1-8x24mm FFP LPVO Rifle Scope

New Reticles Added to GLx Rifle Scopes, NTOA Recommendations, and Growing International Presence

HOUSTON, TEXAS – [Primary Arms Optics](#) has revealed their new product lineup ahead of SHOT Show 2020. This year's releases include updates to existing favorites and new GLx and SLx optics that bring innovative features at a compelling value.

At the tip of the spear, [the new GLx 2x Prism and 3<sup>rd</sup> Generation SLx 3x and 5x Prism Scopes](#) provide even greater durability and precision. New to the market, the GLx 2x Prism is a completely original design, engineered from the ground-up at the Primary Arms headquarters in Houston, Texas. Weighing in at 11 ounces, the optic features gentle 2x magnification with a minimal footprint, making it ideal for Law Enforcement and home defense applications. With excellent glass clarity and a massive eyepiece, the GLx 2x Prism is quick in close-quarters, but the [ACSS® CQB-M5 reticles](#) offer intuitive long-distance holds for most common cartridges. Alongside the new scope, existing Primary Arms Optics best-selling prism scopes will be upgraded into their 3<sup>rd</sup> generation with all-new mounting hardware, which improves durability and rigidity without adding excess weight.

In addition to the new prism optics, Primary Arms Optics is also expanding their popular SLx optics line with an innovative all new 25mm Micro [Red Dot Sight](#) and a versatile [1-8x24mm FFP Rifle Scope \(MPN: 610098\)](#). The SLx 25mm Micro Red Dot Sight is the next generation of Primary Arms microdots, featuring new technology that makes it the brightest mid-tier red dot on the market. In addition, its ruggedized frame and wide field-of-view ensure that the sight can outperform even in harsh or adverse conditions. Available in both a 2MOA dot and ACSS-5.56 reticle configuration, users can choose between simplicity or a horseshoe-dot BDC.

For long distances, the recently released [SLx 1-8x24mm FFP Rifle Scope](#) bridges the gap between the beloved [SLx 1-6x24](#) and the [PLx 1-8x24](#). With a sub-18oz weight and 10.3in profile, this scope is well-suited for compact carbines and marksman rifles alike. The wide magnification



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range and precision ACSS Raptor 5.56 reticle make this one of the most versatile optics on the market.

Other updates include two new reticle options for the existing lineup of GLx rifle scopes. The GLx 2.5-10x44mm FFP Rifle Scope will see the addition of the ACSS Raptor 5.56 reticle, while the GLx 4-16x50mm FFP Rifle Scope will be available with a traditional MIL DOT reticle. GLx was Primary Arms Optics' largest release of 2019, accompanied with several other important announcements.

The National Tactical Officers Association (NTOA) released its findings after field-testing many Primary Arms Optics products. Every optic in the trial received a positive recommendation, with the PLx 1-8x24mm FFP and SLx 1-6x24mm FFP Rifle scopes earning the top-tier gold rating. Through 2019, Primary Arms Optics also expanded into international markets, extending its products to export for hobbyists and professionals around the world.

With this momentum still building, Primary Arms Optics is looking forward to showing off all the new products at the 2020 SHOT Show at booth #10372 on the main show floor (Level 2) from January 21<sup>st</sup> through January 24<sup>th</sup> in Las Vegas, NV. The first 250 people to come to the booth on Tuesday and Wednesday of the show will receive an exclusive Primary Arms Optics badge holder and patch.

### **About Primary Arms Optics**

Started in 2007, Primary Arms Optics seek to provide the best optics you can get for any budget. Utilizing the highly regarded, repeatedly-proven ACSS® reticle, Primary Arms optics boast unparalleled precision and adaptability for superior performance across ranges. With four product tiers available (Classic, SLx, GLx, PLx), anyone can afford to equip themselves with the latest in optics technology. In addition, every product is backed with Primary Arms' total commitment to customer satisfaction.

For more information on Primary Arms, visit the company website at [www.primaryarms.com](http://www.primaryarms.com) or contact:

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