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## **PRIMARY ARMS OPTICS EXTENDS LIFETIME WARRANTY TO ALL OPTICS**

HOUSTON, TEXAS – Starting in 2021, every Primary Arms Optics rifle scope, prism scope, red dots, mounts, and accessories will come with our comprehensive lifetime warranty. This announcement coincides with Primary Arms’ new brand logo and renewed commitment to innovation in 2021, where customers can expect a compelling lineup of cutting-edge and revolutionary optics products.

Primary Arms Optics is renowned for their lifetime warranty policy, which covers comprehensive mechanical and electronic failures, reinforcing Primary Arms’ commitment to customer satisfaction. While many optics companies limit their warranties for products like affordable red dots, Primary Arms Optics commits to a higher standard of quality with 100% in-house inspection at their Houston-based headquarters. This allows them to expand their lifetime warranty with confidence.

“We are proud to expand our comprehensive lifetime warranty policy.” says Marshall Lerner, CEO and Founder of Primary Arms. “We want our customers to know that we stand by all of our products and will always have our customer’s back.”

For more news on Primary Arms Optics products, follow Primary Arms on social media channels, including Facebook, Instagram, Twitter, and YouTube.

### **About Primary Arms Optics**

Started in 2007, Primary Arms Optics seeks 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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