

FOR IMMEDIATE RELEASE

Apex Optics to Debut 3 New Optics and Custom Accessories Line at SHOT Show 2025

Calgary, AB – December 30, 2024 – Apex Optics is excited to announce its continued participation at SHOT Show in 2025, held January 21-24 at Caesars Forum in Las Vegas, Nevada. As a leader in precision optics, Apex Optics will unveil three innovative new optics and debut a brand-new line of custom accessories during the event. Attendees are invited to visit Apex Optics at Booth 70239 to experience these groundbreaking products firsthand.

Apex Optics will also proudly showcase products from its brand partners, **FatBoy Tripods** and **MasterPiece Arms**, highlighting their shared commitment to delivering cutting-edge solutions for competitive shooters, hunters, and outdoor enthusiasts.

Adding to the excitement, Apex Optics will have its **Marketing and Event Director** available at the booth to discuss **sponsorship opportunities** for the **2025 Apex Rocky Mountain Challenge**—the only Precision Rifle Series (PRS) Pro Series Qualifying Match in Canada. This highly anticipated event has become a cornerstone of competitive shooting in North America and provides an excellent opportunity for brands to connect with top-tier competitors and industry professionals.

“We’re thrilled to debut our latest innovations at SHOT Show 2025 and to bring the spotlight to our partners and the Apex Rocky Mountain Challenge,” said Vanja Krtolica, Apex Optics co-founder and CEO. “This year’s show will be our most exciting yet, and we look forward to connecting with attendees and sharing how Apex Optics is pushing the boundaries of precision optics and competitive shooting.”

With a focus on precision, durability, and user-focused design, Apex Optics continues to set new standards for performance. SHOT Show attendees are encouraged to stop by Booth 70239 to meet the Apex Optics team, explore the latest products, and learn more about the 2025 Apex Rocky Mountain Challenge.

For more information about Apex Optics, its products, or to schedule a meeting during SHOT Show 2025, please visit www.apexoptics.co or contact madeline@apexoptics.co.

About Apex Optics

Based in Calgary, Alberta, Apex Optics designs and manufactures premium optics for the modern shooter. Committed to innovation and quality, the company delivers precision-engineered products for hunting, competition, and tactical applications.

Media Contact:

Madeline Daniels

Director of Marketing and Strategic Partnerships

Apex Optics

Madeline@apexoptics.co