



OpticsPlanet Offers Newest Products from Barska.

OpticsPlanet is excited to offer brand new Barska products debuted at Shot Show 2014.

Northbrook, Illinois March 31, 2014 –OpticsPlanet is thrilled to offer brand new products from Barska that were showcased at Shot Show 2014. Their quickly expanding product line offers many new and exciting options to OpticsPlanet customers.

Located in southern California, Barska is a worldwide leader in the sport optics and firearm accessory industries. Offering everything from riflescopes to high strength safes, Barska has built this extensive product line by using quality materials and innovation. New for 2014, Barska has expanded their Loaded Gear line of bags, cases and tactical wear with items like the AX-400 hard rifle case. Built around a sleek black aluminum frame, the AX-400 is sure to be one of the top sellers.

At Shot Show 2014, the Barska booth received unrivaled attention for their new product line. OpticsPlanet.com is very excited to be offering these much anticipated products like the AX-400 case and other awesome Loaded Gear items. OpticsPlanet is committed to providing their customers with the newest and highest quality products from Barska as well as other top industry manufacturers.

About OpticsPlanet, Inc.

Founded in 2000, OpticsPlanet, Inc. is the leading online destination for technical and high-performance gear. OpticsPlanet, Inc. serves demanding enthusiasts and professionals who are passionate about their jobs, serious about their recreation, and devoted to their service. Currently offering over 700,000 items from 2,500 brands in 300 niche specialty categories, OpticsPlanet, Inc.'s wide selection of riflescopes, holsters, sunglasses, flashlights and more combined with great prices, in-house customer service and a knowledgeable team of specialists has helped it grow into one of the largest online retailers in the world.

In 2013, the company was recognized for the seventh straight year by [Internet Retailer Magazine](#) as one of the top 500 e-retailers in the United States. OpticsPlanet, Inc. has also been recognized by Inc. Magazine as one of the top 5,000 fastest growing companies in the country, and the Better Business Bureau has ranked them as A+.

Some of the stores in OpticsPlanet, Inc.'s portfolio include OpticsPlanet.com, [Dvor.com](#) – the world's first members only store devoted to gear – EyewearPlanet.com, Tactical-Store.com, and LabPlanet.com.

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