



## ***A Message to Our Loyal Customers Regarding OpticsPlanet's Free Shipping Policy***

Dear Valued OpticsPlanet Customers,

OpticsPlanet recently changed the order value cutoff required to qualify for our *Free Value Shipping* offer. The cutoff is now set at \$49 flat, after which most orders destined for the contiguous 48 states, D.C. and all U.S. Military APO/FPO/DPO addresses will ship free of charge.

For the overwhelming majority of you, this change will go completely unnoticed. Right now there are **over 250,000 products** on OpticsPlanet that **still qualify for our *Free Value Shipping*** offer. However, some of you shopping with us will be affected by the change. We want to take a minute to tell you why this decision was made.

Even now in a time of falling oil prices, the cost of shipping continues to increase every year. If you ship packages yourself, you can attest to the fact that these costs can be staggering. We have held out as long as possible, significantly longer than most of our competitors have, but continuing to do so for the limited number of customers making small purchases negatively affects our ability to improve the shopping experience for every customer. To ensure we have the resources and capability to continue offering the entire range of [compelling benefits](#) that make OpticsPlanet the world's leading destination for gear, we were forced to make a very difficult business decision. However even with this adjustment, OpticsPlanet is proud to say that we are still offering customers *Free Value Shipping* on over 250,000 pieces of the latest and greatest gear.

If you'd like more detailed information on this change, please feel free to consult our [Shipping Policy](#). We'd also love to hear your thoughts [via email](#).

As always, we appreciate your business, and look forward to serving you in all your personal and professional pursuits for many years to come.

Best regards,

OpticsPlanet.com