



OpticsPlanet Adds Newest Fitness Tracker by Garmin into their Massive Selection

OpticsPlanet expands product offerings to include the latest fitness tracker to hit the market. The new Garmin Vivo Fit is now added to OpticsPlanet's recent collection of athletic products.

Northbrook, Illinois April 18, 2014– OpticsPlanet is expanding their line of athletic lifestyle oriented product offerings even further. Now available in their stores is the new Garmin VivoFit fitness tracker. The market for fitness trackers has grown dramatically this past year and Garmin has put everything into their new version of an activity tracker. Garmin is a leader in GPS technologies and is known for their highly accurate products.

Although there are a growing number of fitness trackers commercially available, the Garmin VivoFit brings many new features to the table. The VivoFit gives users the ability to track steps taken, calories burned and heart rate. The device also monitors the sleep patterns of the user in order to optimize sleep. The fitness tracker sports Garmin's patented "move bar" which alerts when there has been a significant time of inactivity. The VivoFit also has an outstanding battery life of over one year.

OpticsPlanet.com is very excited to offer the new Garmin VivoFit. With all of the great features packed in to a small package, this activity tracker is sure to be a big hit with customers everywhere. The addition of fitness trackers demonstrates the commitment OpticsPlanet has in bringing cutting edge, rugged products to their customers.

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.

Media Contact:

Yelena Khavkhalyuk

@: pr@opticsplanet.com

Tel: (847) 513-6193

Fax: (847) 513-6978

###