



OpticsPlanet Inc. Announces the Addition of Leica Camera AG

OpticsPlanet has added Leica Camera AG to their expanding premium photography and sport optics categories.

Northbrook, Illinois June 24, 2016 – OpticsPlanet.com is proudly expanding their photography and sport optics categories with the addition of [Leica Camera AG](#), a leading European optics manufacturer, renowned in the camera industry for their superb cameras, lenses and accessories. Included in their product line-up is their Sport Optics line, which includes their binoculars, rangefinders, and riflescopes. Leica is an excellent addition to the fast growing high-end optic lines that OpticsPlanet has brought on over the span of more than 15 years in business.

"The Ultravid, Geovid, and ER lines are the peak of engineering and quality," says Alex Royzen, Supply Chain Development Manager at OpticsPlanet, Inc. "By partnering with Leica Camera AG overall and specifically focusing on their Sport Optics product line, OpticsPlanet is giving our customers access to a truly world renowned and premium product."

Leica Camera AG is an internationally operating, premium-segment manufacturer of [cameras](#) and [sport optics products](#). The legendary status of the Leica brand is founded on a long tradition of excellence in the construction of lenses. And today, in combination with innovative technologies, Leica products continue to guarantee better pictures in all situations in the worlds of visualization and perception. Leica Camera AG has its headquarters in Wetzlar, in the state of Hesse in Germany, and a second production site in Vila Nova de Famalicão, Portugal. The company operates branch offices in Australia, China, England, France, Italy, Japan, Switzerland, Singapore, South Korea and the USA. New and innovative products have been the driving force behind the company's positive development in recent years.

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 1,000,000 items from 2,800 brands in over 500 niche specialty categories, OpticsPlanet, Inc.'s wide selection of Outdoor, Sports, & Hobbies Gear, including sport optics and photography 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 2016, the company was recognized for the tenth straight year by Internet Retailer Magazine as one of the top 200 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+.