



OpticsPlanet Introduces New Watch Brand; Szanto to Its Stores.

OpticsPlanet is excited to offer an exciting new brand of watches by Szanto.

Northbrook, Illinois May 28, 2014 –OpticsPlanet is thrilled to offer this new brand of finely crafted watches. [Szanto](#), (pronounced Sahn-tow) has been one of the most talked about timepiece newcomers since its inception in late 2013.

The brand stems from Luminox, whose founder and owner, Barry Cohen wanted to fill a void in the watch industry. He noticed that many people are extremely fond of the look of vintage timepieces but some are not able to acquire them due to the astronomical prices. The Szanto brand aims to fill this need with a wide assortment of timepieces that sport looks from vintage watches and give enthusiasts the big clock face that has become so popular all the while doing so at an affordable price point.

OpticsPlanet is proud to be a part of this endeavor into new watch design by offering these timepieces to their customers. The future is very promising for Szanto watches. Based off of the buzz that these watches have already been receiving for their looks and function, they are sure to excite the loyal OpticsPlanet 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.

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