



For Immediate Release

OpticsPlanet Adds Carrera Eyewear to their Network of Stores

OpticsPlanet expands their eyewear selection with the addition of world-famous Carrera Eyewear. These designer sunglasses are much sought after by fashion-lovers everywhere.

Northbrook, Illinois August 13, 2012 – OpticsPlanet announces the addition of [Carrera Eyewear](#) to their network of stores, which includes OpticsPlanet.com, [EyewearPlanet.com](#) and [OpticsForYou.com](#). This new brand of eyewear complements their already massive selection of sunglasses, eyeglasses, shooting glasses and more.

Carrera established itself as a must-have brand for both the most fashionable, modern and sporty eyewear enthusiasts by their tireless pursuit of each season's hottest new styles and the latest innovations in [eyewear technology](#).

Carrera style comes from a finger places firmly on the pulse of today's trends, so while many of their frames have a retro look, this is balanced with modern touches and the best materials and construction. From the [Carrera Champion Sunglass](#), which takes a vintage angle to embody the sunglass with not only the style but also the memories and culture of an earlier time in history, to the [Carrera Safari Sunglass](#), which perfectly illustrate Carrera's focus on attitude and forward thinking, there can be no question these sunglasses complement almost any style with ease.

But OpticsPlanet also brought Carrera to their stores because of the tremendous technology in each of their eyewear options. Many models come with the option of polarized lenses that reduce glare without heavy image distortion and Optyl frame material that is both lighter and more adaptable to each individual's face. Modern technology meets modern style with Carrera Eyewear.

Many of the Carrera frames now available at OpticsPlanet can be bought with prescription frames. Highly trained eyewear experts and opticians help customers with ordering prescription frames and lenses online, including these new options from Carrera.

OpticsPlanet is excited to add Carrera to their range of eyewear options. With their massive product selection of rifle scopes, spotting scopes, binoculars and more, eyewear helps enhance the effectiveness and safety of hunters and shooters while also staying stylish. The addition of Carrera further cements their standing as one of the top internet retailers and ensures those who seek the best sunglasses find them at www.OpticsPlanet.com.

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 2012, the company was recognized for the sixth 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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