



## OpticsPlanet Inc. Connects with New Supplier - Primary Arms

### **For Immediate Release**

*Companies share customers and goals of providing excellent products, outstanding customer service and affordable price points.*

**Northbrook, Illinois February 22, 2016** OpticsPlanet, Inc. is pleased to announce they are now featuring products from Primary Arms, a well-known ecommerce supplier of sporting supplies. With this change, OpticsPlanet, Inc. lends their superior SEO strength to the already popular products from Primary Arms.

"OpticsPlanet, Inc. is excited to offer one of the fastest growing manufacturers of high quality, competitively priced optics," says Alex Royzen, Supply Chain Development Manager at OpticsPlanet. "Adding the full line of products from Primary Arms gives our customers more choices when shopping with us for all their gear needs." This addition is just one of the reasons that OpticsPlanet, Inc continues to expand market share as an outdoor outfitter.

The real winners will be the bargain hunters, who will be able to choose from an even wider array of high quality binoculars, scopes and other gear for camping, fishing, hunting and hiking with friends and family. The range of products available at OpticsPlanet, Inc. also appeals to members of law enforcement and military units because it can be their one-stop shop for uniforms, ballistic vests, and other mil-spec equipment.

### **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 over 2,900 brands in over 500 specialty categories, OpticsPlanet, Inc.'s wide selection of outdoor sporting goods and military gear 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 10th 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.

Other 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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