



OpticsPlanet Teams with Crimson Trace to Distribute Laser Sight Training

*Expanding on a long and fruitful partnership, OpticsPlanet works yet again with Crimson Trace to distribute *The Laser's Edge*, a new laser sight training DVD developed by Crimson Trace to improve overall laser sight usage.*

Northbrook, Illinois February 19, 2013 – OpticsPlanet.com, a leader in the hunting, military, eyewear and security industries, teams up with [Crimson Trace](#) to help distribute the newly released “The Laser’s Edge” DVD with new Crimson Trace laser sight purchases. The DVD offers instruction on the best practices when using a laser sight and advice on the most likely and successful situations for these firearm sights. All new purchases of [Crimson Trace Laser Sights](#) will come with The Laser’s Edge at no extra cost.

The Laser’s Edge takes advantage of the combined knowledge of several specialists, including law enforcement and military professionals, top sport shooters, and firearms experts to provide instruction on a variety of aspects of laser sight usage. From learning the benefits of using a Crimson Trace Laser for self defense when at home or out and about with a [concealed carry holster](#) to the best ways to continually practice and develop skills, The Laser’s Edge is a robust training tool for anyone looking to take their firearms technique to the next level.

OpticsPlanet always strives to add extra value for their customers, and The Laser’s Edge presents a perfect opportunity to not only add value but also help further educate. OpticsPlanet puts considerable time into their [how-to guides](#), [blogs](#) and [informative YouTube videos](#), so the decision to partner with a leader in laser sight technology like Crimson Trace was easy.

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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