



**For Immediate Release**

## **OpticsPlanet Welcomes New CRIMSON TRACE Weapon-Mounted Flashlight to Its Stores**

*OpticsPlanet now accepting pre-orders for “Lightguard”, the innovative new illumination tool offered for defensive pistols by CRIMSON TRACE*

**Northbrook, IL – November 2, 2010** – OpticsPlanet, Inc. the world’s largest specialized internet retailer of hunting, sport shooting, tactical, military and law enforcement equipment, announced this week that it is now accepting orders for the new [Crimson Trace weapon-mounted flashlight](#), Lightguard.

Building on the storied success of their Lasergrip and Laserguard sighting systems, [Crimson Trace](#) has once again redefined low-light weapon solutions with the launch of Lightguard, a rugged weapon-mounted flashlight. Lightguard features a 100-lumen white light and utilizes the company’s patented instinctive activation system, making operation of the device as simple as holding the weapon in a natural firing position. This provides users with a significant advantage in defensive situations, as one arm is allowed to remain free. And with its low mass and slim profile, Lightguard does not noticeably affect the weight, balance or holstering of the weapon.

CRIMSON TRACE initially released the Lightguard for GLOCK, Springfield XD/XD (m) and Smith & Wesson M&P, with plans to develop models for other firearm makes in the future. Lightguards are fully compatible with select CRIMSON TRACE Lasergrips, and when equipped together, these tools can be activated both independently and in conjunction with one another.

[OpticsPlanet](#) is proud to carry all available Lightguard models, as well as the full line of CRIMSON TRACE Lasergrips and Laserguards on [Opticsplanet.com](#).

### **About CRIMSON TRACE**

With over 15 years experience developing innovative low-light weapon solutions, CRIMSON TRACE supplies users with the confidence and ability to shoot faster and more accurately than ever before. Its unique Lasergrip, Laserguard and Lightguard platforms are depended on by the U.S. Military, law enforcement personnel and security-minded citizens around the world, all who trust that CRIMSON TRACE will provide the highest level of quality and service.

### **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 500,000 items from 2,500 brands in 300 niche specialty categories, OpticsPlanet, Inc.’s wide selection 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 2011, the company was recognized for the fifth 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 5000 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.

**Media Contact:**

**Yelena Khavkhalyuk**

@: [pr@opticsplanet.com](mailto:pr@opticsplanet.com)

Tel: (847) 513-6193

Fax: (847) 513-6978

###