



OpticsPlanet Adds Custom Knives from CRKT

The addition of CRKT Knives to OpticsPlanet adds a wealth of unique new options that round out their already impressive collection of hunting, tactical and camping knives.

Northbrook, Illinois July 19, 2012 – OpticsPlanet.com has never shied away from quality gear in any of the vast number of categories they currently carry. With hundreds of thousands of products from thousands of brands in hundreds of categories, the addition of a new brand may seem trivial to the uninitiated, but their focus on quality, value and greater opportunity for their customers has led OpticsPlanet to bring only the best to their stores. [CRKT](#) perfectly fits the bill.

Columbia River Knife and Tool has been around for about 18 years, and from the start an eye for uniqueness and customization has played a central role in their development of new [knives](#). CRKT collaborates with leading designers to produce innovative knives that enthusiasts around the world love for their blend of beauty and function.

A perfect example of CRKT's purposeful designs is the [Neckolas Compact Fixed Blade Knife](#), which transports as easily as most folding knives but features the strength and reliability of a fixed, full tang model. This knife has a two inch blade and features a finger ring that gives the user more cutting control than most knives this size. CRKT intends for the Neckolas to be used for most everyday cutting situations, while at the same time showcasing the user's individuality.

Hunters appreciate the phenomenal functionality of the [CRKT Free Range Knife](#), which combines a strong and sharp fixed blade with a gut hook tip. This tip requires an extraordinary grip, which the Free Range Knife provides with a textured handle surface and finger grooves to prevent slipping.

The [range of knives offered by CRKT](#) runs the gamut from straightforward and classic blades to completely unique and stylized modern models. OpticsPlanet is ecstatic to bring such an exciting and varied new knife brand to their stores.

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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