



OpticsPlanet, Inc. Introduces Danner Products to its Online Stores FOR IMMEDIATE RELEASE

OpticsPlanet expands its product offerings by partnering with Danner to provide customers with premium quality protective footwear.

NORTHBROOK, Ill., Oct. 10, 2017 - OpticsPlanet, Inc. is excited to announce they are now offering products from Danner® a leading designer of premium full-grain leather footwear.

Since 1932, Danner has been making high quality boots that are built for toughness, durability and comfort. Danner meets the evolving needs of hunters through a constant cycle of refining and improving their boot construction process and materials, and this dedication to performance is seen in each and every boot that they create. Whether for work or play, Danner Footwear has the perfect pair of boots to keep a person on their feet.

"We have made it our mission to offer only the best products to our passionate customers," said Alex Royzen, senior manager of supply chain development at OpticsPlanet, Inc. "Danner boots have been the market leader for work, hunt, and outdoor footwear for decades and we are proud to offer their full line on our web properties."

With the introduction of Danner hunting boots into its online stores, OpticsPlanet continues its expansion into the apparel market by offering its customer base with a wide variety of footwear for their everyday needs.

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 million items from over 3,500 brands in over 500 specialty categories, Opticsplanet.com's wide selection of outdoor sporting goods, military and hunting gear, as well scientific products and eyewear.

In 2017, the company was recognized for the 11th 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. For more information visit www.OpticsPlanet.com, and follow OpticsPlanet.com on [Twitter](#), [Instagram](#) and [Facebook](#).

About Danner

Danner designs and manufactures a complete line of innovative, functional and performance footwear for experts in the work, outdoor and lifestyle markets. Founded in 1932 in Chippewa Falls, Wisc. and relocating to Portland, Ore. in 1936, Danner maintains a commitment to craftsmanship and heritage. Using only the highest quality materials and components such as GORE-TEX and Vibram, Danner builds premium-quality hiking, hunting, occupational, uniform and rugged, casual footwear for men and women. For more information, please visit www.danner.com.

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