



For Immediate Release

OpticsPlanet Adds Duck Commander Hunting Gear to their Stores

Duck Commander, the family business of the Robertson family from Duck Dynasty, has come to OpticsPlanet.

Northbrook, Illinois July 4, 2012 - OpticsPlanet.com knows the hunting world, and they know the hunting world is currently passionate about Duck Dynasty, and the line of products by the show's Robertson family, called [Duck Commander](#). From [Duck Commander Rifle Cases](#) to [Duck Commander Hunting Accessories](#), OpticsPlanet is proud to add this exciting new brand to their network of stores, including OpticsPlanet.com, Tactical-Store.com and OpticsForYou.com.

Duck Commander comes straight from the Robertson family's lifelong experience of hunting and shooting. They have put this knowledge to use by developing accessories like the [Duck Commander Neoprene Waterfowler Shell Belt](#), which dries quickly if wet, and holds up to 25 shotgun shells. The addition of D-rings on the bottom of the belt allow for extra customization. With a classic camouflage style that perfectly illustrates the Duck Commander look, the Waterfowler Shell Belt gives hunters and fans an outstanding way to both carry more ammunition and show their support for the show.

[Duck Commander Cases](#), like their [Floating Shot Gun Case](#), allow hunters to protect firearms while transporting them through rough and tumble conditions. As duck hunting often takes place in remote areas, as displayed on the show, having a reliable case is absolutely fundamental to success.

OpticsPlanet is extremely excited to announce the addition of the well-known Duck Commander brand to their stores. Fans of the show and other serious hunters will love these new hunting accessories and the improved performance that goes along with quality gear in fashionable styles.

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 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 and the company's fastest growing ecommerce property – EyewearPlanet.com, Tactical-Store.com, and LabPlanet.com.

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