



OpticsPlanet Partners with Pursuit Channel Show “The High Road with Keith Warren”
OpticsPlanet signs on as a 2014 sponsor of “The High Road with Keith Warren,” airing four times a week on The Pursuit Channel.

Northbrook, Illinois February 26, 2014 – OpticsPlanet.com is proud to announce a new partnership with television personality Keith Warren. An on air hunter for the past 30 years, Mr. Warren has a breadth of knowledge and expertise across countless hunting and outdoor disciplines, and is an ideal guide to showcase the thousands of [hunting and outdoor products](#) available at OpticsPlanet.com.

“OpticsPlanet allows us to better serve the product needs of our viewers,” says Keith Warren, award-winning host and producer of *The High Road*. “With global distribution and broadcast of our shows and videos, viewers from anywhere can order many of the products they see us use directly from OpticsPlanet.com”

The partnership between OpticsPlanet and *The High Road with Keith Warren* is multi-faceted, and will include an on air appearance by the Director of Product Intelligence for OpticsPlanet. The two will use this meeting to showcase and discuss some of the tools and tactics necessary to take on the feral hog population control issues plaguing certain regions of the United States. This episode of *The High Road* will be airing in the fall of 2014 on the Pursuit Channel.

The High Road with Keith Warren airs four times per week: Sundays at 7:30 pm; Mondays at 2 pm; Wednesdays at 11 pm; and Thursdays at 6 pm. All broadcasts run on the Pursuit Channel (DirecTV 604 and Dish 240), and all times are CST. Full episodes of both shows are also viewable free of charge at www.highroadhunting.com.

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 2013, the company was recognized for the seventh 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.

About The High Road Group

Based in New Braunfels, Texas, The High Road Group produces The High Road with Keith Warren and Keith Warren's Deer & Wildlife Stories programs, airing on The Pursuit Channel. Keith Warren productions are designed to encourage others to become actively involved in the outdoors as the ultimate conservationists and stewards of the land. For more information on The High Road Group, call 830.625.3474 or visit www.HighRoadHunting.com.

Media Contact:

Yelena Khavkhalyuk

@: pr@opticsplanet.com

Tel: (847) 513-6193

Fax: (847) 513-6978

###