



## OpticsPlanet Inc. and Holosun Bring More Power to Customers

### **For Immediate Release**

*OpticsPlanet Inc. connects with Holosun, creator of innovative sport optics that need less frequent battery changes and run on solar power.*

**Northbrook, Illinois January 25, 2016** OpticsPlanet, Inc. is joining forces with Holosun Technologies, a relative newcomer in the sports optics marketplace. Holosun has introduced red dot sights that can run for 50,000 hours without a battery change and units that use solar power, bringing more power to both hunters and first responders.

"OpticsPlanet, Inc. is excited to offer one of the fastest growing manufacturers of high quality, competitively priced optics," says Alex Royzen, Supply Chain Development Manager at OpticsPlanet. "Their lineup of red dot sights that incorporate solar power are truly unique and provide a tactical advantage to our customers." For customers, more energy efficiency means less time spent shopping for and changing batteries.

Both OpticsPlanet, Inc and Holosun continue to offer their customers cutting edge technological advances that provide practical and economical advantages.

### **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 1,000,000 items from over 2,900 brands in over 500 specialty categories, OpticsPlanet, Inc.'s wide selection of outdoor sporting goods and military gear 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 2016, the company was recognized for the 10th 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.

### **Media Contact:**

- Yelena Cina
- @: pr@opticsplanet.com

- Tel: (847) 513-6193
- Fax: (847) 513-6978