



For Immediate Release

OPTICSPLANET, INC ANNOUNCES DISTRIBUTION OF NEW PRODUCT LINE FROM LEUPOLD

Northbrook, Illinois – July 6, 2011 - OpticsPlanet, Inc. (<http://www.opticsplanet.com>), one of the world's largest specialized retailers of sports optics such as riflescopes, binoculars, rangefinders and more is proud to announce the addition of [Leupold RCX Trail Cameras](#) to their already wide selection of great Leupold products.

The [Leupold RCX-1](#) sports an 8 Megapixel camera, night and day sensor to adjust for lighting conditions, and an infrared system for night time photography. The camera can be connected to a computer via USB cable to transfer images, although pictures can be monitored through the portable viewer. The [Leupold RCX-2](#) has the same great features as the RCX-1 with the addition of a 10 Megapixel camera and Dual Sensor Technology which allows for a greater field of view than the RCX-1. Both options give hunters a leg up on the competition.

OpticsPlanet always considers the needs of their customers first, which is why they're so excited to bring the Leupold RCX line of trail cameras to their online stores. When hunters and outdoorsmen need to keep track of game but can't get to their favorite stomping grounds the RCX Trail Camera provides them with a remote controlled camera that can be operated from their home or office. The inclusion of the trail cameras in OpticsPlanet's inventory is just another step toward their ultimate goal of carrying the best hunting and tracking products available.

About Leupold

With a history spanning more than a century, [Leupold](#) continues to be a family-owned business. Their fame comes primarily from their dedication to producing the most innovative products in the sports optics market. The first company to waterproof their rifle scopes by filling them with nitrogen, Leupold also pioneered duplex reticles and compact rifle scopes. Today, they continue to provide hunters with great new options such as the RCX Trail Cameras.

About OpticsPlanet, Inc.

Founded in 1999, OpticsPlanet, Inc. is one of the world's leading online retailers with targeted niche stores specializing in sport optics, tactical and military gear, binoculars, night vision optics, rifle scopes, and sunglasses. Based outside of Chicago, in Northbrook Illinois, the company operates a network of multiple online stores: OpticsPlanet.net, Microscopes.com, LabPlanet.com, Shoptics.com, Tactical-Store.com, EyeWearPlanet.com, RadarGuns.com, Night-

Optics.com and other online stores. The company has received numerous industry awards and has been recognized by its customers and several major publications for its excellent service and stellar sales growth. Recently the company was recognized, for the third year in a row, by *Internet Retailer Magazine* as one of the top 500 e-retailers in the U.S. and by *Inc. Magazine* as one of the top 1000 fastest growing companies in the United States.

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