



For Immediate Release

OpticsPlanet Brings Magpul Industries to their Network of Stores

Magpul is one of the world's most famous brands of weapon accessories and their innovative designs are now available at OpticsPlanet.com.

Northbrook, Illinois August 21, 2012 – [OpticsPlanet](http://OpticsPlanet.com) offers one of the widest selections of hunting and tactical-related gear in the world. With thousands of brands and hundreds of thousands of products customers have always had plenty of options to choose from, and now that selection includes one of the world's most famous and respected brands: [Magpul Industries](http://Magpul.com).

Founded in 1999, Magpul Industries focuses on innovating new and useful products to fill needs currently unfilled in the market. The name “Magpul” comes from their first product, which was specially designed to ease pulling and reloading magazines while under fire. Founder Richard Fitzpatrick had first-hand experience with reloading in tactical scenarios as he was a Sergeant in the United States Marine Corps.

With the success of their first innovation a company spirit of constantly seeking out new ways to aid shooters was born. Every year Magpul Industries develops accessories to make shooting more comfortable and successful, such as their [AFG1 Angled Fore Grip](http://Magpul.com), which takes into account the arm's natural position for greater stability and more relaxed shooting.

Magpul also often takes common tools and adds the features real-life shooters need to boost quality, such as their [MOE-Plus Grip](http://Magpul.com), which adds wrap-around rubber molding for greater impact resistance and a more ergonomic and secure grip. The change is subtle yet significant to the shooter, who no longer has to worry about a slippery grip.

Adding Magpul Industries to their already extensive selection helps OpticsPlanet pursue their goal of being the one-stop shop for all the gear hunters and shooters need. Magpul makes shooting more enjoyable. OpticsPlanet makes finding gear easy. Together, hunters and shooters have all they need to succeed.

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 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 – EyewearPlanet.com, Tactical-Store.com, and LabPlanet.com.

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