



## For Immediate Release

### **OPTICSPLANET ANNOUNCES THE ADDITION OF MISSION FIRST TACTICAL TO ITS STORES**

*OpticsPlanet is now carrying Mission First Tactical, bringing another great weapons enhancement solution to its network of online stores.*

**Northbrook, Illinois – July 15, 2011** - OpticsPlanet, Inc. (<http://www.opticsplanet.com>), the world's largest specialized internet retailer of sport optics, tactical and military gear, binoculars, rifle scopes and sunglasses, is pleased to announce the addition of [Mission First Tactical](#) products to its stores.

[Mission First Tactical Weapon Accessories](#) are designed to improve accuracy and add functionality to rifles and carbines. The [Push Button Quick Detachable Vertical Grip](#) gives users an adjustable two-handed grip to their rifle, providing stability regardless of shooting position, and improving accuracy and confidence both in the field and on the range. The [Tekko Polymer AK-47 Integrated Rail System](#) adds a number of rifle customization options through two full-length Picatinny and two side-mounted Picatinny rails. Made from a high-grade polymer, these rails remain extremely strong and durable without adding any excess weight. Through these and many other products, Mission First Tactical aims to meet the needs of the modern soldier, providing weapon customization options to help complete any mission.

OpticsPlanet is proud to add Mission First Tactical to their already large collection of weapon accessories as they pursue their ultimate goal of exceeding the needs of soldiers, law enforcement and all those who rely on quality gear to succeed.

### **About Mission First Tactical**

The success of the mission is first and foremost with Mission First Tactical. Understanding the demands of modern warfare, Mission First Tactical designs its rifle accessories to withstand the harshest of conditions. They utilize their ownership team's 75 years of experience to develop products with the operator in mind, and ensure that whether in training or in combat, those who put themselves in harm's way have the tools they need to successfully complete the mission.

### **About OpticsPlanet, Inc.**

Founded in 1999, OpticsPlanet, Inc. has quickly become one of the world's leading online retailers specializing in sport optics, tactical and military gear, binoculars, night vision optics, rifle scopes and sunglasses. Based outside Chicago in Northbrook, Illinois, the company operates a network of online stores including: OpticsPlanet.com, [Tactical-Store.com](#), [RangeFinders.com](#), [GunCases.com](#), and [Dvor.com](#), the first members-only online store offering exclusive flash sale deals on outdoor, sports and hunting gear.

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. In 2011, the company was recognized for the fifth straight year by *Internet Retailer Magazine* as one of the top 500 e-retailers in the United States. OpticsPlanet.com has also been recognized by *Inc. Magazine* as one of the top 5000 fastest growing companies in the United States.

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