



OpticsPlanet partners with NcSTAR to introduce VISM line of Rifle Scopes

OpticsPlanet is one of the select Authorized Dealers for the new NcSTAR VISM line of optics products

Northbrook, Illinois – June 18, 2010– OpticsPlanet, Inc., www.OpticsPlanet.com, the world's largest specialized internet retailer of tactical and sport optics, announced this week that it will join forces with NcSTAR to begin carrying VISM, their new select line of innovative [rifle scopes](#). OpticsPlanet is one of a limited number of dealers that will be allowed to carry the new brand. This recent alliance between these two leading-edge companies will provide the discriminating sport shooter the benefit of being able to easily and affordably purchase high quality scopes with cutting edge optics.

NcSTAR is known for its quality products at competitive prices. With the introduction of the VISM scopes, NcSTAR introduces a new era in accessible state-of-the-art, high tech, riflescopes. The first offering in the VISM line is the *Center Beam Laser Scope*. When it comes to scopes, durability and optical clarity are essential for success. This truly unique riflescope combines the critical elements of rugged construction and brilliant optical clarity with the one of a kind Center Beam Technology, a laser emanating from within the scope body.

OpticsPlanet is proud to have NcSTAR as a continued partner and is excited to include their new cutting edge [VISM](#) line of products to the already extensive selection of tactical riflescopes, sport optics and hunting optics available on Opticsplanet.net.

About NcSTAR

Founded in 1997, NcSTAR's mission is to consistently provide reasonable priced, quality optics with innovative design, superb customer service, and strong dealer partnerships. [NcSTAR scopes](#) are built to high quality control standards and are designed to deliver a lifetime of satisfaction. NcSTAR optics is the preferred choice of many professional users, armed forces, and consumers ranging from air soft to wildlife observation all over the world.

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 of Chicago, in Northbrook Illinois, the company operates multiple online stores including OpticsPlanet.com, www.Tactical-Store.com, Microscopes.com, LabPlanet.com, Opticsforyou.com, EyeWearPlanet.com, RadarGuns.com, Night-Optics.com and other online stores. Since the launch of OpticsPlanet.com 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 fourth 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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