



OpticsPlanet Promotes Hunting Safety With NeverLost

OpticsPlanet brings NeverLost Equipment to their stores, opening up a new line of functional and intelligently-designed outdoor gear for their customers.

Northbrook, Illinois April 11, 2013 – OpticsPlanet.com has a history of encouraging safety and functionality in hunting and the outdoors. This includes products like safety vests, survival gear, and firearm locks. Adding NeverLost into the family of OpticsPlanet stores is a natural step towards diversifying their product lines.

[NeverLost](#) outdoor and hunting equipment was founded on the principle that gear must not only survive the outdoors, but also help the user survive. Their gear is suited for use in the field through fully functional design taking insight from professional outdoorsmen and hunters. Thus, all products bearing the NeverLost name feature some combination of orange and black – so that the hunter can see the gear in the brush and also be seen by other hunters.

OpticsPlanet customers now enjoy NeverLost [bags and packs](#), [first aid kits](#), [camping gear](#), and much more. Each option brings something new to the table for hunting and the outdoors, while meeting and exceeding the strict standards that OpticsPlanet has set for its products. Customers can expect NeverLost to be a welcome addition to OpticsPlanet.com, which continues to excel as one of the top retailers for hunting and shooting equipment for professionals and enthusiasts everywhere.

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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