



For Immediate Release

NEW KNIFE BRANDS COME TO OPTICSPLANET

In their continuing quest to add as many options for hunting, camping, military, and law enforcement professionals and enthusiasts, OpticsPlanet has brought two new brands of world class knives to their network of stores: SOG Specialty Knives and Tool Logic.

Northbrook, Illinois – January 10, 2012 – OpticsPlanet (www.OpticsPlanet.com) excitedly announces the arrival of two new brands of specialty knives and multi-tools: SOG and Tool Logic. OpticsPlanet understands that hunters and outdoorsmen always need a [top quality knife](#), and they continue to bring an ever-widening selection of the gear professionals and enthusiasts want and need.

[SOG Specialty Knives](#) has been in business for over 25 years. From their humble beginnings with a single knife for sale to their current selection of a wide variety of knives and tools that provide an optimal solution for every situation, SOG has always focused on quality. Whether a hunter picks up one of their [fixed blade bowie knives](#) that offer an incredibly strong blade in a classic style or a multi-tool with more tools than any one job could need, SOG knives satisfy almost any need, and their commitment to quality control and superb manufacturing has kept their customers happy with each new product.

[Tool Logic](#) takes a cerebral approach to designing their knives, with unique new accessories and additions that bring extensive functionality to sharp and strong steel. Whether adding a flashlight to a knife to allow campers to see exactly what they're cutting in the night or combining knives, screwdrivers and other tools into a [credit card-sized package](#), there is always a new and interesting implement from Tool Logic.

OpticsPlanet is always giddy to bring new knives to their network of stores, but the outstanding quality and innovation of SOG and Tool Logic adds a whole other level of interest to their already extensive selection.

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 500,000 items from 2,500 brands in 300 niche specialty categories, OpticsPlanet, Inc.'s wide selection 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 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, Inc. has also been recognized by [Inc. Magazine](#) as one of the top 5000 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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