



OpticsPlanet Announces Nikon's Black Friday Promotions

OpticsPlanet is excited to reveal three new Nikon Promotions for Black Friday. The deals offer instant savings on some of Nikon's most popular sports optics.

Northbrook, Illinois November 22, 2012 – OpticsPlanet.com, a leading online retailer of tactical gear, is happy to announce three new promotions from one of their top brands: Nikon. In anticipation of Black Friday, Nikon is offering instant savings on some of their best binoculars, rangefinders and rifle scopes. All three promotions start on November 22, 2012.

First, Nikon is offering \$30 in instant savings on their [Action 10-22x50 Zoom Binoculars](#), [10x40 Action Binoculars](#) and [10x50 Action Binoculars](#). These three binoculars already represent some of the best values Nikon currently offers, with rugged, powerful binoculars at incredibly affordable prices. The additional savings of \$30 makes them a perfect gift for any hunter, regardless of budget. This deal is from Black Friday through Cyber Monday, so the savings end on November 26, 2012.

Nikon's second Black Friday promotion provides bow hunters an excellent opportunity to pick up a new rangefinder that was specifically designed for their needs. The [Archer's Choice Rangefinder by Nikon](#) provides both the distance to a target as well as the vertical slope, which helps hunters hit their target with the first shot. Nikon is taking \$50 off these bow hunting rangefinders through January 10, 2013, giving hunters a chance to save before and after Christmas.

The third Nikon Black Friday Promotion starting on Thanksgiving gives hunters the chance to add a [Nikon Coyote Rifle Scope](#) to their firearm with \$30 in instant savings. These variable power rifle scopes combine plenty of power with easy to use reticle adjustments so hunters can zero their scope fast and be on target in no time. This sale also runs through January 10, 2013, giving hunters the opportunity to save before and after the holidays.

OpticsPlanet always seeks to provide the best possible deals to their customers, so they are extremely excited about these new Nikon Black Friday Promotions. Hunters interested in a wide variety of styles and with a wide variety of needs can benefit from the savings on these versatile Nikon Hunting Optics.

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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