



FOR IMMEDIATE RELEASE

OPTICSPLANET ANNOUNCES THE ADDITION OF NIKON MONARCH 3 BINOCULARS TO THEIR STORES

The Nikon Monarch 3 line of binoculars provide an outstanding option for hunters and birders who need rugged durability and a fantastic image for a reasonable price. These amazing new products have just been added to OpticsPlanet's network of stores!

Northbrook, Illinois – September 19, 2011 – OpticsPlanet, Inc. (<http://www.opticsplanet.com>), the world's largest specialized internet retailer of binoculars, sport optics, hunting gear and more, is proud to announce the addition of the latest line of binoculars from [Nikon](#): the Monarch 3. These binoculars are only available through select retailers, so be sure to check them out at OpticsPlanet today!

With a stunning combination of function and durability, hunters and birders are sure to love the [Nikon Monarch 3 Binoculars](#). First, the lenses in these binoculars are made from high quality glass that is ground and polished to exact specifications. Then they are fully multi-coated so that they provide optimal light transmission, which means the image produced is as bright as possible. And when magnified this bright image is not distorted because of the quality of the high-reflectivity silver alloy prism.

The rough and tumble nature of hunting can wreak havoc on a pair of binoculars, so Nikon housed the Monarch 3 in a tough polycarbonate body with an ergonomic design promoting comfort and durability. The waterproofing provided by the O-ring seals and nitrogen purging further ensures the survival of the optics.

Two options are currently available in the Monarch 3 series: the [Nikon Monarch 3 8X42](#) and the [Nikon Monarch 3 10X42](#). The difference in magnification slightly alters the field of view and eye relief, but the two versions otherwise share the same features.

OpticsPlanet is excited to add another great binocular option to their stores, especially with unbeatable quality of the Nikon Monarch 3. OpticsPlanet's network of stores is one of the few places to find the Nikon Monarch 3, so be sure to check out OpticsPlanet.com, Tactical-Store.com, and Dvor.com for the best prices and service.

About Nikon

Nikon is world-renowned for their camera equipment, but they take the same care when developing their binoculars, rifle scopes, spotting scopes and more. With Nikon, hunters and birders can see every image in sharp detail with bright, full colors. The value in Nikon Binoculars has become the standard by which other binoculars are compared.

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.

OpticsPlanet 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.

Media Contact:

Yelena Khavkhalyuk

@: pr@opticsplanet.com

Tel: (847) 513-6193

Fax: (847) 513-6978

###