



FOR IMMEDIATE RELEASE

OPMOD™ Launches Yet Another Limited Edition Product For the OPMOD™ Line – The OPMOD™ Multi-Purpose Double Rifle Case

The OPMOD™ Double Rifle Case, which also functions as a shooter's mat and a drag bag, includes all the most important features, durability, and sheer capacity.

Northbrook, Illinois – January 4, 2011 – OPMOD™ is proud to announce the latest addition to their line of expertly designed and manufactured products for hunters and sport shooters, the three-in-one OPMOD™ Double Rifle Case. In addition to a Double Rifle Case, this limited edition OPMOD™ product can also be used as a shooter's mat and a drag bag. This gun storage bag packs some serious capacity, with room for two rifles, handguns, magazines, and so much more and is exclusively available at www.OpticsPlanet.com and www.TacticalStore.com. OPMOD™ products are limited-edition products coveted by the hunting and sports shooting markets.

OPMOD™ products go through a rigorous design and testing process, and end-users are consulted every step of the way to ensure OPMOD™ products are built to withstand the demands and meet the needs of hunters and sport shooters. The Double Rifle Case is no exception, and features like rows of MOLLE straps and hook and loop straps to hold additional firearms make this Gun Bag one of the most feature-packed models on the market. “The OPMOD™ Double Rifle Case is a great value in a multi-purpose, multi-firearm transport bag with enough room for gear for a day at the range or a weekend in the field,” Steven Ledin, OPMOD™ Product Specialist, explained.

Additional information can be found at OpticsPlanet for the OPMOD™ line of products, including the L-3 EOTECH OPMOD™ EXPS-2 Holosight which was recently voted **2010 Product of the Year**. All OPMOD™ products are available for purchase at OpticsPlanet and her sister stores.

About OPMOD™: [OPMOD™](http://www.OpticsPlanet.com), a division of Optics Planet, Inc., in conjunction with the top engineering and marketing teams in the industry aims to provide revolutionary new products tailored to the highest performance standards required by our armed forces and shooting enthusiasts. OPMOD™ (OpticsPlanet MODification) products are designed for optimum execution standards by ensuring reliability, functionality, customer approval, and fulfillment of purpose in adverse conditions. Other notable products in the OPMOD™ line include the OPMOD™ EXPS-2, winner of the *Product of the Year* award in the 2010 Brilliance Awards.

About OpticsPlanet, Inc.: Founded in 1999, OpticsPlanet, Inc. is one of the world's leading online retailers with targeted niche stores 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 a network of multiple online stores: OpticsPlanet.com, Microscopes.com, LabPlanet.com, Shoptics.com, Tactical-Store.com, EyeWearPlanet.com, RadarGuns.com, Night-Optics.com and other online stores. 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 third 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.

FOR MORE INFORMATION CONTACT:

Yelena Khavkhalyuk, (847) 513-6193: pr@opticsplanet.com

###