



FOR IMMEDIATE RELEASE

OPMOD™ INTRODUCES THE L-3 EOTECH LIMITED EDITION OPMOD™ MPO-II AND MPO-III RED DOT SIGHTS - AVAILABLE EXCLUSIVELY AT OPTICSPLANET

OPMOD™ takes the best products on the market and makes them better. Their latest offerings are the EOTech OPMOD MPO-II and MPO-III, which provide the best hunting, sports and military shooting option in its class.

Northbrook, Illinois – August 22, 2011 – OPMOD™ (<http://www.opmod.com>), a division of OpticsPlanet dedicated to developing top quality hunting, sports and tactical products not found anywhere else, is proud to announce the release of the L-3 EOTech Limited Edition OPMOD™ MPO-II and MPO-III Red Dot Sights. These two new high-tech weapon sights are available exclusively through parent company OpticsPlanet's network of stores, including OpticsPlanet.com, Tactical-Store.com, Dvor.com and more!

OpticsPlanet, Inc.'s OPMOD™ team started with their previous collaboration with L-3 EOTech, the [OPMOD EXPS-2](#), and consulted with sports shooters, hunters and professionals to determine what further advancements could be made. The EXPS-2 is already one of the most popular products at OpticsPlanet, having won the 2010 Brilliance Award for Product of the Year in a popular vote.

The [OPMOD MPO-III](#) takes the instant, up-close target acquisition of the EXPS-2 and adds medium-range capability to the parallax-free weapon sight with a G23 Magnifier. A single button press on the FTS (Flip-To-Side) mount and the G23 adds 3X magnification to the sight.

The OPMOD MPO-III features a simple A65 reticle, distinguishing it from the standard EOTech MPO-III which sports a more complicated sight picture. "You have enough to worry about without worrying about how to use your reticle," explained Steve Ledin, OpticsPlanet Inc. Director of Technical Sales and Product Intelligence, "I've always preferred the standard A65 reticle for the faster, less busy sight picture it provides."

The [OPMOD MPO-II](#) has all the same great features of the MPO-III, but adds night vision compatibility to the package. A simple single button push dims the light from the reticle, allowing users wearing night vision goggles to use the same great holographic weapon sight in low light situations.

And as with all L-3 EOTech products, the high quality materials and construction make the MPO nearly indestructible. "The MPO is used in combat arenas around the world," said Steve. "It's certainly capable of weathering any hunting or competition scenario I can think of, and I give it my highest recommendation."

Today's sports shooters, hunters and soldiers demand equipment that is reliable, consistently accurate and durable enough to handle whatever abuse is thrown its way. OpticsPlanet's OPMOD team joined forces with L-3 EOTech's engineers to make the best better with the MPO-II and MPO-III!

About OPMOD™

[OPMOD™](#), a division of Optics Planet, Inc., is a brand committed to providing products offering the best value and performance for hunters, sports shooters and professionals. OPMOD (OpticsPlanet MODification) products are designed and manufactured to the highest standards, based on end-user input along with the input of the respected product intelligence team of OpticsPlanet, Inc. OPMOD's commitment to quality and value is demonstrated by OPMOD merchandise winning "Product of the Year" in both the 2010 and 2011 Brilliance Awards as determined by a popular vote of end-users.

About L-3 EOTech

[L-3 EOTech](#) is the exclusive manufacturer and world leader in holographic sighting systems for small arms, and is dedicated to continually producing high-quality, battle-tested products for our servicemen and women. These technologically advanced sights are used extensively by elite military groups around the globe, Federal Law Enforcement as well as state and local law enforcement. L-3 EOTech HOLOGraphic Weapon Sights have been standardized by USSOCOM, US Marine Corps, US Army, USAF, DEA, FBI, ATF and many others.

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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