



For Immediate Release

Gear Expert By OpticsPlanet Is Covering Shot Show 2012

OpticsPlanet's latest information outlet, GearExpert.com, will be providing up to the minute news on all the brands and products on display at SHOT Show 2012.

Northbrook, Illinois – January 16, 2012 – [OpticsPlanet](#) is sending a full team to cover SHOT Show 2012. From their product intelligence experts to marketing specialists, OpticsPlanet will be taking a look at everything SHOT Show has to offer. This information won't be kept secret though, as OpticsPlanet's latest blog, [GearExpert.com](#), will have daily posts with video, photos and a full slate of exclusive interviews and hands-on previews of upcoming products from brands such as [EOTech](#), [Burris](#), [Leupold](#) and more.

OpticsPlanet's dedicated product specialists will spend a great deal of time at SHOT Show checking out the latest offerings from the world's biggest manufacturers of [riflescopes](#), [binoculars](#), [holsters](#) and more. The opportunity to gain insight into new gear and speak with representatives from the manufacturer provides specialists invaluable experience for the coming year as they help customers make informed buying decisions.

SHOT Show takes place from January 17-20, though OpticsPlanet will be starting their coverage a day early as they partake in media day on the 16th. Media day allows SHOT Show exhibitors to educate retailers on a vast number of new products without the thousands of public attendees dividing the attention of manufacturer representatives.

All the exclusive news gathered by OpticsPlanet's GearExpert team will be available SHOT Show week at [GearExpert.com](#), but the news and previews will continue on beyond SHOT Show as the blog brings editorials, product reviews, video interviews, how-to demonstrations and more to the public.

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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