



## For Immediate Release

### OPTICSPLANET ADDS NEW PELICAN ELECTRONICS CASES

*OpticsPlanet and Pelican have their eye on the latest trends and understand the need for updated protective gear for the advanced technology. From this need comes new Pelican Laptop and Tablet Cases, which are now available at OpticsPlanet.*

**Northbrook, Illinois – June 27, 2012** – OpticsPlanet ([www.OpticsPlanet.com](http://www.OpticsPlanet.com)) has brought more Pelican Cases to their stores. These new travel cases take into consideration the needs of modern travelers, with an increased emphasis on protecting electronics and providing a sleek, compact aesthetic.

[Pelican Case](#) users throw years of punishment at every one of their [gun cases](#), [camera cases](#) and [dry boxes](#). The extreme nature of Pelican's customers has forced constant reevaluation of every aspect of their cases to ensure there's no possibility of water leaking in or a shocks causing damage to the gear inside. For many years gun owners have relied on these cases on every hunt and in the battlefield.

But now this unrelenting quality comes to computer and tablet protection with Pelican's new travel cases. The same extreme situations that put [Pelican Gun Cases](#) through their paces can now be applied to cases for electronics, with shock absorbing padding and superb designs ensuring these cases keep computers safe from potentially ruinous jostling.

As even a small amount of water can destroy tablets and laptops, Pelican used the same waterproofing features for these travel cases that have made them famous for gun protection. Watertight gaskets and automatic purge valves seal the cases and relieve pressure without allowing in water or dust. This makes them ideal for travel on planes, boats, trains and any other transportation system with hazards for electronics.

From the [Pelican HardBack Cases](#) that have special features for laptops, tablets and eReaders to [Pelican's Deluxe Computer Carrying Case](#), these new options from Pelican add serious protection for modern gadgets to OpticsPlanet's extensive selection of cases. Professionals and dedicated hobbyists will undoubtedly turn to Pelican to protect more than just their firearms now that these computer cases are available. OpticsPlanet could not be happier to announce the addition of these new [Pelican Computer Cases](#).

### 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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