



For Immediate Release

OPTICSPLANET ANNOUNCES THE ADDITION OF POLAROID EYEWEAR

OpticsPlanet has brought another brand of top quality 3D glasses and polarized sunglasses to its network of stores with the addition of Polaroid Eyewear.

Northbrook, Illinois – November 9, 2011 - OpticsPlanet, Inc. (<http://www.opticsplanet.com>), the world's largest specialized internet retailer of prescription and nonprescription eyeglasses, sunglasses and goggles, is excited to announce that Polaroid Eyewear has been added to their network of stores, which includes EyewearPlanet.com, Tactical-Store.com and Opticsforyou.com.

From their founding in 1937, Polaroid Eyewear has been an innovator and world leader in style and protective sunglasses. Founder Dr. Edwin Land invented the world's first commercial man-made polarizer when he was only 20 years old, and soon began selling polarized eyewear that both protected eyes and provided a better image than conventional sunglasses. All [Polaroid Sunglasses](#) are polarized, which provides for longer enjoyment of outdoor activities in bright conditions, especially when around water, where reflected sunlight can seriously obstruct vision and cause eye fatigue.

As 3D technology has become increasing ubiquitous, the need for affordable, high quality and stylish [3D glasses](#) is greater than ever, so [Polaroid Eyewear](#) took their expertise at manufacturing polarized sunglasses and applied it to this emerging technology. The result is a wide selection of 3D glasses that provide longer lasting comfort and can, if necessary, be used in conjunction with prescription eyewear while maintaining superior comfort and performance.

Polaroid Eyewear is able to offer their 3D Glasses and Sunglasses at lower prices than their competitors because they manufacture their own polarized lenses, so the price is kept down while the quality of the materials, design and construction is never in question.

With prices accessible to everyone, OpticsPlanet is thrilled to bring [Polaroid 3D Glasses](#), [Polaroid Prescription Sunglasses](#) and [Polaroid Non-Prescription Sunglasses](#) to their stores.

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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