



For Immediate Release

OPTICSPLANET BRINGS PRO-EARS PRO HEAR DIGITAL AMPLIFICATION TO THEIR STORES

OpticsPlanet has brought the outstanding quality of Pro-Ears Pro Hear Digital Sound Amplification to their stores. These hearing enhancers combine the amplification of useful sounds with the reduction of harmful sounds to give an unparalleled hearing experience.

Northbrook, Illinois – February 20, 2011 – OpticsPlanet Inc. (www.OpticsPlanet.com) has taken a big step forward in their [hearing enhancement](#) selection with the addition of Pro Hear by Pro-Ears. Hunters, outdoorsmen and adventurers can find the perfect option for their unique needs with one of three new models of Pro Hear Behind-the-Ear Enhancers, each providing a different level of hearing amplification and noise reduction.

The [Pro-Ears Pro Hear II](#) is the first step into digital sound amplification. It allows hunters to stalk turkey and deer far more effectively, as the greater hearing distance hunters will enjoy gives them more time to line up a shot. The Pro Hear II is also useful for urban situations, when a reduction of loud noises from construction or traffic is welcome while necessary sounds such as sirens or other warning sounds are enhanced. This finely tuned hearing experience delivers balanced sounds whether the wearer is in the woods, walking along a busy city avenue or enjoying a ballgame. The discreet style of the Pro Hear II will help keep it undiscovered, and will not interfere with most glasses or hats.

The [Pro-Ears Pro Hear II+](#) adds greater adjustability and three layered noise reduction for clearer amplification and greater feedback cancellation. The Pro Hear II+ minimizes general background noise and loud sounds even more effectively than the Pro Hear II so hunters will hear only the sounds they want to hear and nothing more.

As leader of the pack, the [Pro-Ears Pro Hear IV](#) is even lighter and more comfortable than the Pro Hear II and II+, but employs more advanced audio technology to allow for greater customization with memory programming for varied environments and the highest sound quality in the Pro Hear family.

These new hearing enhancers from [Pro-Ears](#) require no special fitting and will work equally well for either ear. They have been engineered to provide clear, consistent sound that is easy for the brain to interpret, giving hunters, shooters and nature enthusiasts an advantage over their game in the field. OpticsPlanet is excited to have these new shooting accessories from Pro-Ears added to their network of stores because it brings them one step closer to providing the world's widest selection of hunting and shooting gear to professionals and enthusiasts.

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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