

OpticsPlanet to Serve as Premier Retail Sponsor of the 2014 Crimson Trace Midnight 3-Gun Invitational

After a successful event sponsorship in 2013, OpticsPlanet has returned as a top-level sponsor of the one of a kind; Crimson Trace Midnight 3-Gun Invitational Shooting Match.

Northbrook, Illinois August 7, 2014 - OpticsPlanet.com is thrilled to sponsor one of the most exciting 3-Gun matches of the year, the Crimson Trace Midnight 3-Gun Invitational. As a proud member of the shooting community, OpticsPlanet believes in their responsibility to help make great events such as the M3GI a reality and to help ensure that the sport of 3-Gun continues to experience record growth.

Now in its third consecutive year, the Crimson Trace Midnight 3-Gun Invitational draws in top talent from across the nation. These shooters covet their match slots, as the event takes place under the cover of darkness of Bend, Oregon and proves to be a truly unique shooting experience. The night time conditions pose a new challenge for competitors, they must use either lights, lasers, night vision or a combination of the three in order to successfully engage targets during the match.

For 2014, OpticsPlanet will have the added thrill of watching two of their own sponsored shooters, Jesse Tischauser and Kalani Laker run the match. If either shooter can finish in that top spot, they will be going home with a check for \$10,000, as well as access to a prize table of products worth nearly \$200,000. Follow along on www.GearExpert.com August 13th-17th as the OpticsPlanet team provides updates on the 2014 Crimson Trace Midnight 3 Gun Invitational.

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 700,000 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 2013, the company was recognized for the seventh 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 5,000 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 and the company's fastest growing ecommerce property - EyewearPlanet.com, Tactical-Store.com, and LabPlanet.com.

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