



**FOR IMMEDIATE RELEASE**

**OPTICSPLANET ANNOUNCES THE ADDITION OF SEALIFE DIGITAL CAMERAS**

*The addition of Sealife Digital Cameras gives scuba divers an underwater camera option from OpticsPlanet.*

**Northbrook, Illinois – July 11, 2011** – OpticsPlanet Inc. is pleased to announce the inclusion of new cameras to their collection with [Sealife Digital Cameras](#). Already a world leading specialized retailer of sports optics, tactical and military gear, binoculars, rifle scopes, eyewear and more, OpticsPlanet expands their wide selection of products with the addition of digital cameras by [Sealife](#).

Designed to be used underwater, Sealife Digital Cameras have been tested to withstand depths of 200 feet, so they're a perfect option for scuba divers hoping to capture memories of their underwater adventures. These cameras are constantly evaluated by manufacturer Pioneer Research to ensure the picture quality is consistent on land or at sea. A whole other world exists below the waters of oceans and lakes, and Sealife Digital Cameras give swimmers and divers the chance to showcase their discoveries to friends and family.

[OpticsPlanet](#) is proud to have Sealife Digital Cameras added to their inventory. It's another step toward their goal of bringing the latest and greatest gear to adventurers and outdoorsmen, regardless of the environment or location.

**About OpticsPlanet, Inc.:** Founded in 1999, OpticsPlanet, Inc. is one of the world's leading online retailers with targeted niche stores specializing in sport optics, tactical and military gear, binoculars, night vision optics, rifle scopes, and sunglasses. Based outside of Chicago, in Northbrook Illinois, the company operates a network of multiple online stores: OpticsPlanet.com, Microscopes.com, LabPlanet.com, Shoptics.com, Tactical-Store.com, EyeWearPlanet.com, RadarGuns.com, Night-Optics.com and other online stores. The company has received numerous industry awards and has been recognized by its customers and several major publications for its excellent service and stellar sales growth. Recently the company was recognized, for the third year in a row, by *Internet Retailer Magazine* as one of the top 500 e-retailers in the U.S. and by *Inc. Magazine* as one of the top 1000 fastest growing companies in the United States.

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