



**OpticsPlanet Drops Prices to Bring the Net's Best Value on Steiner Merlin Pro Binoculars**  
*Exclusive pricing on Steiner Merlin Pro Binoculars comes to OpticsPlanet. Now priced for almost any budget, the Merlin Pros provide any hunter, birder, or outdoor enthusiast the performance they need to succeed.*

**Northbrook, Illinois April 17, 2013** – [OpticsPlanet.com](http://OpticsPlanet.com) consistently strives to bring the best in service and pricing for its extensive customer base in hunting, tactical gear, and the great outdoors. This includes providing special and exclusive deals to their customers. Their newest offering brings customers low prices on the popular Steiner Merlin Pro binocular series.

The [Steiner Merlin Pro binoculars](#) are a line marked with superior optics, flexibility, and ruggedness that Steiner is known for. Featuring a choice of objective sizes and magnifications, the Merlin Pro line is already well-established among the hunting and bird watching communities. The [10x42](#) model is particularly versatile, while the larger [10x50](#) gives a crisp image at an amazing value. Customers are now able to purchase these binoculars and the rest of the Merlin Pro series at [OpticsPlanet.com](http://OpticsPlanet.com) for an unprecedented low price.

The Steiner Merlin Pro Outdoor Binoculars are available at [OpticsPlanet.com](http://OpticsPlanet.com) at these prices only while supplies last. [OpticsPlanet.com](http://OpticsPlanet.com) is excited to provide exclusive deals to their loyal customers. Offering superb [Steiner](#) optics at these exceptionally low prices helps customers gear up for their favorite hobbies without breaking the bank. [OpticsPlanet](http://OpticsPlanet.com) is spreading the word quickly to make sure fans take part before this limited time offer ends.

#### **About OpticsPlanet, Inc.**

Founded in 2000, [OpticsPlanet, Inc.](http://OpticsPlanet.com) is the leading online destination for technical and high-performance gear. [OpticsPlanet, Inc.](http://OpticsPlanet.com) 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.](http://OpticsPlanet.com)'s wide selection of riflescopes, holsters, sunglasses, flashlights and more 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 2012, the company was recognized for the sixth straight year by [Internet Retailer Magazine](#) as one of the top 500 e-retailers in the United States. [OpticsPlanet, Inc.](http://OpticsPlanet.com) 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.](http://OpticsPlanet.com)'s portfolio include [OpticsPlanet.com](http://OpticsPlanet.com), [Dvor.com](http://Dvor.com) – the world's first members only store devoted to gear – [EyewearPlanet.com](http://EyewearPlanet.com), [Tactical-Store.com](http://Tactical-Store.com), and [LabPlanet.com](http://LabPlanet.com).

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