



**OpticsPlanet and Trijicon Announce the *Load and Make Ready Sweepstakes***

*Entrants will have the chance to win a STAG Arms 3G Rifle and a Trijicon optics package valued at over \$4,500, plus a variety of instant win prizes from some of today's hottest brands.*

**Northbrook, Illinois November 12, 2014** – After the success of 2013's *Gear Up and Stay Tactical Sweepstakes*, OpticsPlanet has partnered once again with Trijicon, a world leader in the development of superior any-light aiming systems, to launch the [Load and Make Ready Sweepstakes](#). Running now through January 2<sup>nd</sup>, 2015, entrants will have the chance to win a grand prize package containing three separate Trijicon optics, as well as a check for the value of a STAG Arms Model 3G AR-15 Rifle. The total value of the grand prize comes in at over \$4,500.

In addition to the grand prize, 27 instant win prizes will be awarded over the course of the sweepstakes. Entrants will have the chance to “spin to win”, and if successful, will be eligible to win items such as a [Trijicon RMR Red Dot Sight](#), a Sightmark ReadyFire G5 Pistol Laser and a Laser Genetics ND-3AR Subzero Laser Designator. Entrants may return each day of the promotion to enter for their chance to win, and are eligible to receive bonus entries by completing actions such as visiting the OpticsPlanet Facebook page, placing an order on OpticsPlanet.com, or signing up for a free membership with [DVOR](#), the world's first members-only site devoted to gear.

This is the third major sweepstakes launched by OpticsPlanet in 2014. In January, OpticsPlanet ran a SHOT Show promotion featuring prizes from brands such as EoTech and Crimson Trace. And in September, the company partnered with Bushnell and Primos Hunting to launch the *Ducks & Bucks Sweepstakes*, where one lucky winner and their guest won an all-expenses paid duck and buck hunting trip in Arkansas.

OpticsPlanet is extremely proud to offer these once-in-a-lifetime experiences to their customers, and looks forward to awarding all the great prizes included in the *Load and Make Ready Sweepstakes*.

**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 1,000,000 items from 2,500 brands in 300 niche specialty categories, OpticsPlanet, Inc.'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 2014, the company was recognized for the eighth straight year by Internet Retailer Magazine as one of the top 200 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 – EyewearPlanet.com, Tactical-Store.com, and LabPlanet.com.

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