



### **OpticsPlanet Adds X-1 Audio to their Stores**

*X-1 Audio, the latest in waterproof athletic sports audio technology, comes to OpticsPlanet. This launch demonstrates OpticsPlanet's commitment to staying on the cutting edge.*

**Northbrook, Illinois April 5, 2013** – [OpticsPlanet.com](http://OpticsPlanet.com) is excited to welcome a new brand of athletic gear into their ever-expanding family of products: [X-1 Audio](#). Demonstrating their commitment to exploring new territory and staying on the forefront of technical innovation, OpticsPlanet expects customers to respond with overwhelming approval to this line of athletic [audio headsets](#).

Powered by H2O Audio technology, X-1 Audio is the product of a desire to provide athletes with top-notch, never-quit audio solutions. A decade of innovation at X-1 Audio has led to a line of headphones geared for peak performance. Impressively, all of the X-1 headphones offered at OpticsPlanet, like the [X-1 Contact](#) and the [X-1 Sportwrap 2G](#), are totally waterproof. The [X-1 Audio Interval System](#) even gives swimmers the option of tunes in the pool. X-1 also provides the [cases](#) necessary for any athlete.

OpticsPlanet is no stranger to [hunting](#) and sporting equipment, but with X-1 Audio, they are taking a big step towards diversifying their catalog and drawing in a whole new customer base. OpticsPlanet continues to establish itself as a leading source of the gear that everyone - from athletes to hunters - seeks out.

### **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 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. 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.

**Media Contact:**

**Yelena Khavkhalyuk**

@: [pr@opticsplanet.com](mailto:pr@opticsplanet.com)

Tel: (847) 513-6193

Fax: (847) 513-6978

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