



### **OpticsPlanet Stays Grounded with Zeiss Terra Optics**

*OpticsPlanet is proud to introduce a brand new line of optics from Zeiss. The Zeiss Terra binoculars and riflescopes bring vivid, unparalleled clarity to OpticsPlanet's line of hunting and outdoors gear.*

**Northbrook, Illinois June 20, 2013** – [OpticsPlanet.com](http://OpticsPlanet.com) works continuously to bring their customers the latest in hunting and outdoors gear. Their already-extensive line of optics has grown even more with the introduction of the top-notch [Zeiss Terra Optics](#). These premium optics offer Zeiss' signature quality at a price that cannot be beat.

The Zeiss Terra line of binoculars and riflescopes proudly sports SCHOTT ED glass with MC coatings that bring unparalleled bright images to the hunter. These revolutionary improvements will enhance every outing – from stalking bucks to finding the way home. The Terra rifle scopes are available in [2-7x32](#), [3-9x42](#), and [4-12x42mm](#) for a wide range of uses. They are all waterproofed, sealed, and engineered to respond to the most demanding conditions. Meanwhile, the Terra binoculars are available in an [8x42](#) and a [10x42](#) model, bringing the SCHOTT ED glass to two of the most versatile binocular sizes available today. The Terra scopes and binoculars together represent a line of optics that will fit any hunter's budget, while maintaining the legendary construction and optical quality that [Zeiss](#) is known for.

With the Zeiss Terra Optics line, OpticsPlanet.com has listened to their customers and responded to the demand for high quality images at exceptionally low price points. The Terra series is a welcome and incredibly affordable addition to OpticsPlanet.com's line of premium hunting and outdoorsman gear.

### **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](http://Dvor.com) – the world's first members only store devoted to gear – EyewearPlanet.com, Tactical-Store.com, and LabPlanet.com.

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