



For Immediate Release

OpticsPlanet Z.E.R.O. Zombie Kit Sets New Standards for Zombie Preparation

OpticsPlanet is setting new industry benchmarks in zombie preparedness with a \$24,000 “zombie extermination, research & operations” kit that addresses all facets of survival in a post-apocalyptic world.

Northbrook, Illinois July 20, 2012 – [OpticsPlanet](#) has released a new Zombie Survival Kit to satisfy the public’s growing fascination, and for some concern, with all things zombie-related. With 49 separate items in the [Z.E.R.O. \(Zombie Extermination, Research and Operations\) Kit](#) and a discounted price tag of nearly \$24,000, the kit is attracting a lot of attention around the web. Garnering over 3,000 Facebook “likes” in just over a week, and coverage from hundreds of news, technology, business, hobby and survival websites around the world in under two weeks, it’s clear that the enormity of the kit is drawing the interest of a wide spectrum of society.

Part of the appeal of the Z.E.R.O. kit is that in addition to a wide variety of weapon accessories, night vision optics and survival gear, the kit also comes with a professional microscope and a variety of science equipment to help “research a cure”. Some of the other products included in the kit are branded as zombie specific fighting tools, such as the [Leupold VX-R Zombie Rifle Scope](#) and the [EOTech Zombie Stopper Red Dot Sight](#), but many items are legitimate tactical weapon accessories used by military and SWAT teams around the world such as the SureFire Benelli M1 Shotgun Forend Weaponlight and the Leupold Mark 4 Tactical Spotting Scope.

With dire predictions about the end of the world from the Mayan calendar, possible world economic collapse, viral pandemic, world war, extreme heat and other calamities floating around (as well as a recent spate of bizarre cannibalistic attacks), it seems that the zombie apocalypse has captured the public’s imagination as a way for some to make light of what many are predicting as the potential collapse of society as we know it in the near future, for others as a real possibility. OpticsPlanet is not in the business of making no such predictions, but stands ready to assist all those for whom preparation has become a way of life.

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.

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