



OpticsPlanet Integrates Athletic Footwear by Salomon into their Massive Selection

OpticsPlanet diversifies its product offerings by adding Salomon Footwear. Salomon is an industry leader in active shoes and boots.

Northbrook, Illinois April 2, 2014, 2014 – OpticsPlanet is starting 2014 right, by adding a new product line of Salomon footwear geared towards an active lifestyle. This is a thrilling new move by OpticsPlanet, and they could not have picked a better brand to begin this segment with. Salomon is taking the athletic footwear industry by storm with their cutting edge shoes and boots.

Salomon's high-tech footwear lineup includes shoes and boots for men and women. Many of the shoes offered by Salomon; feature their proprietary quick lace system, which allows the user to rapidly tighten the shoe with one hand. Their footwear also uses EVA-shaped foot-beds, giving unmatched comfort and support for the longest of runs or hikes. Every year, athletes from around the world are invited to Utah to torture test the shoes and boots and give their stamp of approval before they are allowed to hit stores.

OpticsPlanet.com is very excited to not only feature Salomon Footwear but also to offer this new segment of athletic footwear. The addition of Salomon demonstrates the commitment OpticsPlanet has in bringing cutting edge, rugged products to their customers.

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 2013, the company was recognized for the seventh 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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