



OpticsPlanet Celebrates 15 Years in Business

OpticsPlanet recently celebrated its 15th Anniversary by looking back on an impressive list of accomplishments, and strategically planning for many great years to come.

Northbrook, Illinois November 25, 2015 – Launched in fall of 2000, OpticsPlanet recently passed a major business milestone: 15 years of operation. What started years ago as a small ecommerce operation for sporting and lab optics has grown into *the* online destination for gear. Whether it's shooting, hunting, military, public safety, eyewear, or laboratory equipment – passion or profession – OpticsPlanet now carries over 1,000,000 products to ensure those with a job to do get it done, and get it done right.

OpticsPlanet's growth and success over the last 15 years can be attributed to many sources. The company has built a talented, diverse team that has an infallible belief in the OpticsPlanet's mission and the customers they serve. Marketing and branding efforts have also played a major role, with national visibility in print and television campaigns on networks such as The Sportsman Channel bringing OpticsPlanet into the homes of millions of Americans. And promotions such as the Z.E.R.O. Zombie Kit has bolstered OpticsPlanet's portfolio of viral marketing successes, with coverage from some of the largest media outlets in the world.

Another large factor in OpticsPlanet's growth and success stems from the development of its in-house brand OPMOD. Through category and SKU additions, as well as strategic partnerships with industry icons such as EOTech, Zeiss and Browning, OpticsPlanet has been able to leverage the brand to achieve even greater storewide customer loyalty and return rates.

With a great 15 years behind them, OpticsPlanet is now keenly focused on investing in the next stage of success and growth, which will come in part thanks to further development of proprietary infrastructure. In-house development teams in several countries touch all aspects of business operations, allowing the company to remain at the forefront of online retail technologies. And with the addition of new procedures and cutting edge back-end systems, OpticsPlanet's ability integrate and seamlessly control everything from order management, content management, marketing, merchandising and more will continue to be improved.

Customer experience remains the core of OpticsPlanet's focus and ability to continue its strong growth. This includes offering customers strong service and selection, as well as creating unique large-scale promotions, including the chance to win once-in-a-lifetime prizes such as training at the world-renown Gunsite Academy and touring the Smith & Wesson factory in Springfield, Massachusetts. Many of these prizes and experiences

could not be found anywhere else, and echo OpticsPlanet's commitment to its customers and their passions.

OpticsPlanet is extremely proud of its first 15 years, and looks forward to many more years of growth and success.

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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