



OpticsPlanet, Inc. Honored as 2009 Dealer of the Year by Blackhawk!

Blackhawk! Products Group, Leading Manufacturer of Holsters, Tactical Vests, Tactical Bags, Tactical Footwear and other Tactical Gear, Names OpticsPlanet as its top retailer for the second consecutive year.

Northbrook, IL, February 23, 2010 - OpticsPlanet, Inc., one of the largest Internet retailers of sport optics, tactical and military gear, and security equipment, has been named the 2009 Dealer of the Year by Blackhawk! Carrying a large selection of holsters, belts, tactical vests, shirts, pants, boots, pouches, and flashlights, OpticsPlanet is a full line dealer of all of Blackhawk's products. As the recipient of this award, OpticsPlanet is recognized as the leading dealer of all of Blackhawk's retail accounts, as measured by sales volume, customer satisfaction, and consistency. Surpassing the performance of all retail chains, big box stores, internet stores, and catalog dealers illustrates the integrity and dominance of OpticsPlanet as the premier reseller of tactical equipment. "We are thrilled to be named dealer of the year for the second year in a row. The broad selection of high quality products that Blackhawk offers aligns well with the high standards that we require of all the products we sell and our customers appreciate the quality of Blackhawk," remarks Pavel Shvartsman, president of OpticsPlanet. "Since partnering with Blackhawk, their contribution to our organization has been rewarding and invaluable, and helping them in return is our pleasure. This recognition is very much appreciated. Blackhawk! products have always been an excellent partner and we look forward to further success in 2010." Our pledge to serve military and law enforcement professionals is matched by Black Hawk's complete line of reliable equipment and total support of the armed services. Believing in the men and women that serve is the key to succeeding in protecting our country. As a leading supplier of Blackhawk tactical gear to the military, OpticsPlanet responds quickly and professionally to high speed, low drag operators and contractors around the world.

About BLACKHAWK!

BLACKHAWK! Products Group is a leading US manufacturer of tactical, military, shooting sports and law enforcement equipment. BLACKHAWK! is a global manufacturer of tactical gear, body armor, law enforcement duty gear, holsters, hydration systems, protective gloves and gear, apparel and footwear, knives, illumination tools, breaching tools, hunting gear, and recoil reducing stocks. BLACKHAWK! Headquarters is in Norfolk, Virginia, with US manufacturing facilities in North Carolina, Montana, and Idaho.

About OpticsPlanet, Inc.

Founded in 1999, OpticsPlanet, Inc. has quickly become one of the world's leading online retailers with targeted niche stores specializing in sport optics, tactical and military gear, binoculars, night vision optics, rifle scopes, and sunglasses. Based outside of Chicago, in Northbrook Illinois, the company operates a network of multiple online stores: OpticsPlanet.com, Microscopes.com, LabPlanet.com, Shoptics.com, Tactical-Store.com, EyeWearPlanet.com, RadarGuns.com, Night-Optics.com and other online stores. Since the launch of OpticsPlanet.com the company has received numerous industry awards and has been recognized by its customers and several major publications for its excellent service and stellar sales growth. Recently the company was recognized, for the third year in a row, by *Internet Retailer Magazine* as one of the top 500 e-retailers in the U.S. and by *Inc. Magazine* as one of the top 1000 fastest growing companies in the United States.

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