



OpticsPlanet, Inc. Acquires Six Premium Domain Names Including Rangefinders.com, GunCabinets.com & Gun-Safes.com

OpticsPlanet, Inc. acquires new gun storage and range finding related domains from WebSalesGroup

Northbrook, IL, March 9, 2010 - OpticsPlanet, Inc., one of the largest Internet retailers of sport optics, tactical and military gear, eyewear and laboratory equipment, announced today the acquisition of six new domains through an agreement made with WebSalesGroup of Houston, Texas.

The acquired domains, Rangefinders.com, GunCabinets.com, GunCases.com, Range-finders.com, Gun-Cabinets.com, and Gun-Safes.com will be developed as stand alone niche stores as part of OpticsPlanet, Inc's .network of specialty e-commerce websites.

OpticsPlanet, Inc. CEO Mark Levitin commented, *"With today's domain acquisitions we have added six of the best currently available dot com domains in the outdoor sportsman and firearm storage space to our growing portfolio. I am very pleased with the arrangement we have made with WebSalesGroup. The inclusion of these prized domain names into our existing network will broaden our exposure to outdoor sport and gun enthusiasts. They will allow us to improve the already exceptional service and selection we provide to new and existing customers.*

Ryan Ramsey, partner at WebSalesGroup.com agrees, "The sale of these prime names to OpticsPlanet was made after a visit to their headquarters; we realized there is really no one else in their league. Our goal was to lock in a long term cash flow rather than a one time sale and OpticsPlanet came up with a plan that works perfectly for both of us."

OpticsPlanet, Inc. plans to launch these online brands by summer of 2010.

Rangefinders.com and **Range-finders.com** will become the premier site for rangefinders and range finder accessories. The site will include golf rangefinders, hunting rangefinders, military range finders and other laser rangefinder related equipment.

GunCabinets.com, **Gun-Cabinets.com**, **GunCases.com**, **Gun-Safes.com** will be exclusive sites for gun storage, gun transport, and gun security. The sites will offer safes, cases and cabinets for safe firearm storage. The product selection will include a wide variety of rifle and pistol gun cases from top quality gun case manufacturers; products such as biometric and electronic gun safes and a gun cabinet selection including security and wood gun cabinets.

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About WebSalesGroup!

Based in Houston, Texas, the company owns several online marketing sites including BaseBallVideos.com. The company also owns over 300 prime direct navigation domain names.

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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