



**For Immediate Release**

**OPTICSPLANET ANNOUNCES THE 2011 BRILLIANCE AWARD WINNERS**

*With thousands of votes cast for OpticsPlanet's top brands, the winners of the 2011 Brilliance Awards have been announced, with the best of the best selected by both customers and experts.*

**Northbrook, Illinois – November 7, 2011** – OpticsPlanet ([www.OpticsPlanet.net](http://www.OpticsPlanet.net)), an online retailer of high-performance and technical gear for demanding professionals and enthusiasts, has just finished tallying the votes for the [2011 Brilliance Awards](#), with top brands and products for all their major categories, from [rifle scopes](#) and [red dot sights](#) to [sunglasses](#) and [flashlights](#).

Now in their fourth year, OpticsPlanet's annual Brilliance Awards are designed to give customers more information on what brands and products are preferred by experts, and other customers. The awards are split into two main categories, with half the awards decided by product and industry experts, and the other half determined by enthusiastic OpticsPlanet customers who wish to show their support for the products and brands they've most valued in the past year.

Popular voting this year was conducted using Facebook "Likes." OpticsPlanet's integration with social media sites has encouraged greater interaction with customers and fans of top quality hunting, tactical, sports and fashion gear. Voting took place from October 12, 2011 through October 27, 2011, with thousands of votes cast for a wide variety of items.

Throughout the year, the Brilliance Awards guide customers who are seeking more information on which item is right for them. Hundreds of thousands of products have been distilled to the best and brightest of 2011. The Brilliance Award will be displayed on the product or brand page all year for greater prominence amongst the wide selection of products across OpticsPlanet's network of stores.

**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 500,000 items from 2,500 brands in 300 niche specialty categories, OpticsPlanet, Inc.'s wide selection 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 2011, the company was recognized for the fifth 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 5000 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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