



**For Immediate Release**

### **VOTING BEGINS FOR THE OPTICSPLANET 2012 BRILLIANCE AWARDS**

*OpticsPlanet announces the start of voting for their 2012 Brilliance Awards. These yearly awards honor the very best gear across a wide variety of categories, from rifle scopes and binoculars to designer sunglasses and astronomy telescopes. Voters may also enter to win one of six OpticsPlanet Gift Cards.*

**Northbrook, Illinois – October 12, 2011** – OpticsPlanet ([www.OpticsPlanet.net](http://www.OpticsPlanet.net)), a leading online retailer of high-performance and technical gear, kicks off voting for their yearly Brilliance Awards with a Gift Card Giveaway Sweepstakes. Voters can now voice their opinion of the year's [best rifle scopes](#), [binoculars](#), [sunglasses](#) and more for the [2012 Brilliance Awards](#) through October 25, 2012. Voters can also enter to win an OpticsPlanet Gift Card from the voting page.

2012 marks the fifth year of OpticsPlanet's annual Brilliance Awards, which serve to not only honor the best products, but also guide customers throughout the year to the best brands and items. Voting is extremely simple, with a single click of the Facebook "Like" button used to cast a vote. From the very best product of the year to the most popular sunglasses, voters can express themselves through OpticsPlanet's social media channels!

Over the course of the year, fans see the Brilliance Awards logo on winning products. This seal of approval will help guide purchase decisions. In addition to OpticsPlanet's extensive [How-To Guides](#), [informative blogs](#), dedicated customer service professionals and expert product specialists, the Brilliance Awards represent OpticsPlanet's dedication to giving more than great prices and a huge selection.

To boost excitement for the start of this year's Brilliance Award voting, OpticsPlanet is giving away six gift cards. Five entrants receive a \$50 OpticsPlanet Gift Card while one lucky winner takes home a \$100 Gift Card.

OpticsPlanet encourages anyone passionate about their favorite products to vote for the [2012 Brilliance Awards](#) and enter for their chance to win a \$50 or \$100 Gift Card!

### **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 2012, the company was recognized for the sixth 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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