



OpticsPlanet Announces the Winners of the 2012 Brilliance Awards

OpticsPlanet's annual best in class Brilliance Award Winners have been announced. The awards are split into multiple categories, with some awards decided by fan votes, and the others determined by OpticsPlanet's own Product Specialists.

Northbrook, Illinois November 6, 2012 – OpticsPlanet.com, a top online retailer of high performance and technical gear, just announced the winners of the [2012 Brilliance Awards](#). These annual awards are determined by both industry experts and customer votes. The coveted Brilliance Awards Seal now adorns the pages of those products and brands that were determined to be the very best of the best.

The big winner this year is the [OPMOD PVS-14 Night Vision Scope](#). OpticsPlanet is especially proud of this achievement, as [OPMOD](#) is their own brand of signature products designed to give serious enthusiasts and dedicated professionals the very best equipment. The PVS-14 joins two other OPMOD products as winners of Product of the Year, as last year the [EOTech OPMOD MPO II Holosight with G23 Magnifier](#) won the award, and in 2010 the [EOTech OPMOD EXPS2 Holosight](#) received top honors. OpticsPlanet is truly grateful to their loyal fans for showing such support year in, year out.

But OPMOD was not the only Brilliance Award winner. This year's popular vote was made through a combination of Facebook "Likes" and Google+ "+1's." [ATN](#) took home the award for Night Vision Brand of the year. Their range of high performing night vision devices for professionals and affordable night vision for casual users gave ATN an edge this year. [BLACKHAWK!](#) enjoys another year of success because of the reliability of their holsters, especially their SERPA holsters, one of which was also chosen by OpticsPlanet experts as the year's Best Concealed Carry Holster. [EOTech](#) and [Leupold](#) were both honored yet again, as they've received Brilliance Awards consistently for their industry-leading quality. Product experts and OpticsPlanet's knowledgeable customers put nominees through their paces all year to determine which deserve a coveted Brilliance Award. Only the best made the grade.

OpticsPlanet created the Brilliance Awards in 2008, and since then this seal of approval has become sought after by the very best brands. A Brilliance Award signifies trusted quality and provides a signpost for other customers looking for products recommended by their peers.

OpticsPlanet is proud to announce the [2012 Brilliance Awards](#). Each winning brand will enjoy greater prominence and a place of honor on OpticsPlanet.com for the next year. Those whose jobs and lives depend on their gear trust the Brilliance Awards to guide them to the best of the best.

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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