



OpticsPlanet, Inc. Celebrates 20th Anniversary of Being the Destination for Gear

FOR IMMEDIATE RELEASE

OpticsPlanet.com continues to increase market share in outdoor recreation and tactical goods, now offering over 3,600 brands across 580+ unique categories

Northbrook, IL. September 21, 2020 – OpticsPlanet, Inc., an Ecentria company, proudly celebrates 20 Years of Gear™ as being the Destination for Gear. OpticsPlanet.com, the flagship store, is a pure play ecommerce retailer that has ranked as a Top 200 Internet Retailer for over a decade.

As access to the internet grew, gear enthusiasts across the nation turned to the digital world in search of a wider selection of technical products that their local stores didn't carry. OpticsPlanet was founded to meet that need, continuously expanding its extensive inventory of goods and shipping exactly what they need right to their door.

OpticsPlanet.com entered the market selling microscopes and monoculars and has since then become one of the leading high-performance gear destinations, taking market share for in-demand categories like sport optics, gun parts, ammunition, shooting & weapon accessories, hunting & outdoor gear, and apparel & footwear. While OpticsPlanet carries some of the most popular products on the market, they also sell exclusive items you won't find anywhere else including unique Holosun Red Dots, Vortex Riflescopes, RISE Armament Triggers, and customized tactical and hunting gear from OPMOD.

Since OpticsPlanet's inception in 2000, their mission has always been to cater to hobbyists and professionals, to those who are passionate about their jobs, serious about their recreation, and devoted to their service to others. With an increased demand for specialty products, OpticsPlanet, Inc. evolved into a multi-channel network of stores including: Labplanet.com – purveyor of essential laboratory and medical equipment, Dvor.com – a members-only destination for deals on trending and new brands, and Shoptics.com – a store devoted to recreational outdoor products that fuel active lifestyles.

OpticsPlanet's success has opened doors of opportunity to give back to the community that helped them get this far, including the OpticsPlanet Cares program that has provided over \$500,000 to various organizations in support of both enthusiasts and the heroes who bravely serve our country. Over the last several years, the company has shown unwavering commitment to aid those who serve through direct donations to organizations such as Hope for the Warriors® – a nonprofit veteran service organization that assists combat-wounded service members and their families; Operation Gratitude – a nonprofit committed to lift the spirits and

meet the needs of the men and women serving our nation; and Ranger Road – a nonprofit whose mission is to help veterans through their transition from military to civilian life.

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 1 million items from over 3,600 brands in over 580 specialty categories, OpticsPlanet.com's wide selection of outdoor sporting goods, military and law enforcement gear, apparel and footwear, as well as scientific products and eyewear.

In 2020, the company was recognized for the 13th straight year by Internet Retailer Magazine as one of the top 200 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. OpticsPlanet, Inc. and its parent Ecentria have been recognized in both 2018 and 2019 as one of the best places to work, being honored by the Chicago Tribune as a Top Workplace in Chicago, and by the National Association for Business Resources as The Best and Brightest Companies to Work For® in the entire nation.

Other stores in OpticsPlanet, Inc.'s portfolio include OpticsPlanet.com, Dvor.com – the world's first members-only store devoted to gear, LabPlanet.com, and Shoptics.com. For more information visit www.OpticsPlanet.com, and follow OpticsPlanet.com on [Twitter](#), [Instagram](#), and [Facebook](#).

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