



OpticsPlanet, Inc. Announces the 2017 Brilliance Award Winners FOR IMMEDIATE RELEASE

OpticsPlanet Brilliance Awards showcase top products of the year selected by product experts.

NORTHBROOK, Ill., Oct. 9, 2017 - OpticsPlanet.com, one of the top online retailers for hunting, tactical and outdoor gear has announced the winners of the [2017 Brilliance Awards](#). These annual awards are chosen by a team of product experts who evaluate over 1 million items in order to narrow down the best products of 2017 and present them with a Brilliance Award.

Product experts selected 125 products as the top performers in 16 categories. After much deliberation, the product chosen for the 2017 Product of the Year is the [Vortex Strike Eagle 1-8x24 Riflescope](#). This is the third consecutive year that a Vortex product has been recognized with the prestigious Product of the Year award.

“The winners of the Brilliance Awards represent the very best that OpticsPlanet has to offer,” said Emily Regel, campaign manager at OpticsPlanet, Inc. “Each year our panel of product experts take a variety of factors into consideration to select the most exceptional products in an intensely competitive industry.”

The products chosen for the Brilliance Awards will be marked with the distinguished Brilliance Award Seal, assuring customers that they are purchasing the best products from the most trusted brands.

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 3,100 brands in over 500 specialty categories, Opticsplanet.com’s wide selection of outdoor sporting goods, military and hunting gear, as well scientific products and eyewear.

In 2017, the company was recognized for the 11th 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.

Other 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. For more information visit www.OpticsPlanet.com.

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