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**OPTICSPLANET ANNOUNCES 2010 BRILLIANCE AWARD WINNERS**

*Annual OpticsPlanet Awards Showcase Top Products of the Year selected by Product Experts and Customer Choice Winners of Top Product and Top Brands of the Year*

**Northbrook, Illinois – November 18, 2010** – OpticsPlanet, Inc. ([www.opticsplanet.com](http://www.opticsplanet.com)), the largest specialized retailer of sport optics, tactical and military gear, binoculars, microscopes, telescopes, rifle scopes, and sunglasses, announced the winners of its annual OpticsPlanet Brilliance Awards. After a full year of extensive testing, monitoring, selling, and supporting well over 120,000 items, the staff experts at OpticsPlanet named the products that will be presented with a 2010 OpticsPlanet Brilliance Award.

Product experts selected over 150 products as top performers in over 30 categories. Stand out products were awarded in categories such as Best Rifle Scope of the Year, Best Binoculars of the Year, Best Night Vision of the year, and Best Sunglasses of the Year. Experts chose the best products in categories based on customer interests with awards going to products like best hunting binoculars and best birding binoculars, best sport sunglasses and best military sunglasses. The winners selected by OpticsPlanet's product experts are presented with an Experts' Choice OpticsPlanet Brilliance Award.

In addition to the expert staff picks, customers selected Brands of the year by category and the winner of Product of the Year. The one product that outshone all others in 2010? The EOTech OPMOD EXPS2 red dot sight. Customers weighed in with over 22,000 votes by selecting brands in 12 categories as the best of 2010. Among Customers' Choice Award winners were standout brands like Nikon, Leupold, Surefire, EOTech, ATN, Celestron and Ray Ban. Winners selected by customers were awarded the Customers' Choice Brilliance Awards.

**About the Brilliance Awards:** The annual OpticsPlanet Brilliance Awards recognize outstanding products and brands for excellence and world-class performance. Winners were chosen by factoring bestsellers, customer reviews, feedback from product specialists and experts. Special awards were also given to products selected through customer voting.

**About OpticsPlanet, Inc.:** Celebrating its 10 year anniversary, OpticsPlanet, Inc. has quickly become one of the world's leading online retailers with targeted niche stores specializing in sport optics, tactical and military gear, binoculars, night vision optics, rifle scopes, and sunglasses. Based outside of Chicago, in Northbrook Illinois, the company operates a network of multiple online stores: [OpticsPlanet.com](http://OpticsPlanet.com), [Microscopes.com](http://Microscopes.com),

LabPlanet.com, Shoptics.com, Tactical-Store.com, EyeWearPlanet.com, RadarGuns.com, Night-Optics.com and other online stores. Since the launch of OpticsPlanet.com the company has received numerous industry awards and has been recognized by its customers and several major publications for its excellent service and stellar sales growth. Recently the company was recognized, for the third year in a row, by *Internet Retailer Magazine* as one of the top 500 e-retailers in the U.S. and by *Inc. Magazine* as one of the top 1000 fastest growing companies in the United States.

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