



## **OpticsPlanet, Inc. Announces 2009 Brilliance Award Winners**

*OpticsPlanet, Inc. – Annual Awards showcase top products of the year selected by product experts and introduces customer selected winners Customers’ Choice Awards*

Northbrook, IL (PRWEB) November 27, 2009 -- OpticsPlanet, Inc., 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 an OpticsPlanet Brilliance Award.

New for this year was the inclusion of customer selected favorites in addition to the expert staff picks. This year was the first time that customers were able to contribute to the Brilliance Awards by voting for their choices of best products and brands. The winners in each category selected by customers will be presented with a Customers’ Choice OpticsPlanet Brilliance Award.

Experts selected over 100 products as top performers in over 20 categories. Standouts products were selected in categories such as Best Binoculars of the Year, Best Rifle Scope of the Year, Best Night Vision of the year, and Best Sunglasses of the Year. Product experts distinguished the best products based on user interest with awards going to products like best hunting binoculars and best birding binoculars, best sport sunglasses and best military sunglasses. Customers weighed in by selecting 19 products and 12 brands as the best of 2009. Among Customers’ Choice Award winners were standout brands like Nikon, Bushnell, Leupold, ATN, Celestron and Ray Ban.

### **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. This year special awards were also given to products selected through customer voting. Winners selected by customers were awarded the Customers’ Choice Brilliance Awards.

“Giving recognition to the products and brands that propel our marketplace is an honor and a privilege,” explains Pavel Shvartsman, President of OpticsPlanet, Inc. “We appreciate what they do for our customers and understand the effort that it takes to stay ahead technologically and ensure a buyer’s continued support.”

The winners of the OpticsPlanet Brilliance Awards bring a certain distinction to the OpticsPlanet spectrum of offerings. This list will provide consumers with yet another information base to help form their purchasing decisions and in turn will allow them to carefully choose the most appealing products for their needs.

**OpticsPlanet, Inc.** - 3150 Commercial Ave. Northbrook, IL 60062 – (800) 504-5897

## **About OpticsPlanet, Inc.**

Founded in 1999, OpticsPlanet, Inc. is one of the world's leading online retailers carrying a wide variety of optical product categories such as binoculars, telescopes, rifle scopes, radar guns, outdoor equipment, sunglasses, microscopes, night vision, and much more. The company was incorporated in Illinois in 2000 and operates a network of multiple online stores: OpticsPlanet.com, Shoptics.com, Tactical-Store.com, EyeWearPlanet.com, RadarGuns.com, Microscopes.com, LabPlanet.com and Night-Optics.com. All feature a 100% satisfaction guarantee and free shipping on qualified orders.

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## **Press Contact**

Yelena Khavkhalyuk  
pr@opticsplanet.com  
847.513.6193

**OpticsPlanet, Inc.** - 3150 Commercial Ave. Northbrook, IL 60062 – (800) 504-5897

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