



OpticsPlanet partners with Brite-Strike Tactical Illumination Products, Inc

OpticsPlanet is now an Authorized Dealer for Brite Strike, the innovative manufacturer of flashlights and other tactical lighting devices.

Northbrook, Illinois – June 18, 2010– OpticsPlanet, Inc., www.OpticsPlanet.com, the world's largest specialized internet retailer of tactical and law enforcement equipment, announced this week that it will begin carrying the unique line of innovative flashlight devices from Brite-Strike Tactical Illumination Products, Inc.

Brite-Strike Tactical flashlights are high performance, rugged and extremely bright flashlights designed with the law enforcement officer in mind. Founded by police officers, Brite-Strike specializes in tactical lighting designed for law-enforcement and private security needs. Brite-Strike's commitment to using the latest technology, world class components, highest design and manufacturing standards, make their flashlights some of the most dependable companions in the law enforcement equipment industry. Security and law enforcement officers around the world rely on Brite-Strike lights to be ready whenever duty calls. These flash lights utilize intense, white light, in a high, low or strobe setting, which can distract, and disorient attackers. Among the unique and innovative products that OpticsPlanet will offer from Brite Strike are Tactical Flashlights, Tactical Batons and Tactical Gloves with integrated lights and Tactical Balls, rolling illuminated Distraction and Disorientation Devices (RID3) which are sure to win tactical innovation awards.

OpticsPlanet is proud to welcome Brite-Strike as a partner and is excited to include their cutting edge Tactical Flashlights and tactical illumination products to their already extensive tactical lighting selection available on Opticsplanet.net.

About Brite-Strike Tactical Illumination Products, Inc.

Brite-Strike Tactical Illumination Products, Inc. was developed by two police officers to create world-class tactical LED flashlights with features that police officers and citizens can use as a non-lethal means of defense. Brite-Strike is committed to using the latest technology, world-class components, and highest design and manufacturing standards, so that consumers can rely on Brite-Strike products when they are needed. The company's Tactical Blue-Dot Series meets or exceeds military specs of armed forces around the globe and is deemed almost indestructible.

About OpticsPlanet, Inc.

Founded in 1999, OpticsPlanet, Inc. has quickly become one of the world's leading online retailers 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, Microscopes.com, LabPlanet.com, Shoptics.com, www.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 fourth 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.

Press Contact

Yelena Khavkhalyuk
pr@opticsplanet.com
847.513.6193