



For Immediate Release

OPTICSPLANET EXPANDS THEIR OPERATION INTO A NEW WING IN BUFFALO GROVE, IL

Because of their extensive growth over the last year, OpticsPlanet Inc. has expanded their campus to another office in Buffalo Grove, IL. The new office will provide ample room for further growth over the next few years.

Northbrook, Illinois – October 19, 2011 – OpticsPlanet Inc. (www.OpticsPlanet.net), an online retailer of high-performance and technical gear for demanding professionals and enthusiasts, has added a new location to their campus in Buffalo Grove, IL. The addition of over 140 new employees in the last year has necessitated this new wing, which will add almost 20,000 sq. ft. to their campus. Along with the three other wings, the total space for OpticsPlanet is now 110,000 sq. ft.

The Buffalo Wing is not only the most delicious addition to OpticsPlanet yet, it is also a mere five miles from the main OpticsPlanet campus in Northbrook so as to minimize any disconnect and allow for constant effective communication between all departments involved. The “One Company” culture that has fostered successful interdepartmental relationships thus far has been a big factor in OpticsPlanet providing exceptional customer service. The new wing will continue to provide this culture while enabling many other departments to expand, including Marketing and Merchandising, Operations, Customer Service and Technical teams. More members in the Call Center and Customer Service departments will be welcome to customers, especially during the upcoming busy Christmas season.

Employees are thrilled about the addition of more space, as it will allow the company to bring on additional personnel for the purpose of helping the company grow.

Remodeling has just been completed at the new location, and OpticsPlanet’s unique footprint can be seen in the red accents, additional greenery, and - greatly appreciated by the employees – an employee lounge with a Starbucks coffee bar and massage chairs.

The extraordinary growth OpticsPlanet has enjoyed over the last few years can continue as their office space has expanded significantly with the addition of the Buffalo Grove Wing.

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 500,000 items from 2,500 brands in 300 niche specialty categories, OpticsPlanet, Inc.’s wide selection combined with

great prices, in-house customer service and a knowledgeable team of specialists has helped it grow into one of the largest online retailers in the world.

In 2011, the company was recognized for the fifth straight year by [Internet Retailer Magazine](#) as one of the top 500 e-retailers in the United States. OpticsPlanet, Inc. has also been recognized by [Inc. Magazine](#) as one of the top 5000 fastest growing companies in the country, and the Better Business Bureau has ranked them as A+.

Some of the 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.

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