



For Immediate Release

OPTICSPLANET, INC ANNOUNCES BUSHNELL SPEEDSTER III CONTEST

Northbrook, Illinois – July 1, 2011 - OpticsPlanet, Inc. (<http://www.opticsplanet.com>) and RadarGuns.com are happy to announce the [What Would You Do With A Bushnell Speedster III? Video Contest](#). The Grand Prize is a Bushnell Speedster III and SpeedScreen sports radar kit! The second place winner will receive a Bushnell Speedster III radar speed gun, and third through fifth place will each receive a \$50 OpticsPlanet.com Gift Card!

Those who wish to enter must create a video no longer than 2 minutes that answers these two questions:

1. What would you do with a Speedster III?
2. How would a Speedster III make your activity more productive, fun or interesting?

Videos must be uploaded to an individual's Youtube account and submitted as a [video response](#) to our [contest video](#). The contest begins at 12:01:00 AM Central Time on 7/1/2011 and ends at 11:59:59 on 7/24/2011. The entries will be reviewed by a panel of qualified judges and the top five videos will be posted on the BushnellSpeedster.com/contest page for a preference vote through Facebook Like buttons. Winners will be announced on 9/5/2011.

About OpticsPlanet, Inc.

Based just outside Chicago in Northbrook, Illinois, [OpticsPlanet](http://OpticsPlanet.com) is one of the largest online retailers of sports optics and radar guns. OpticsPlanet offers state-of-the-art product knowledge, exceptional customer service, and an outstanding product selection across multiple online channels: www.OpticsPlanet.com, Tactical-Store.com, EyewearPlanet.com, DVOR.com and OpticsForYou.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. OpticsPlanet was recently ranked by *Internet Retailer Magazine* as one of the top 200 e-retailers in the U.S., and by *Inc. Magazine* as one of the top 5000 fastest growing companies in the United States, both for the third consecutive year.

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