



OpticsPlanet, Inc. Introduces New Niche Online Store, DiscountMassageChairs.com: Featuring Massage Chairs & More at Discount Prices

OpticsPlanet, Inc., an online leader in sport optics, lifestyle gear and more expands further into the massage chair, handheld massagers and foot & calf massagers market.

Northbrook, IL January 21, 2011: OpticsPlanet, Inc. (<http://www.opticsplanet.com>) is proud to announce the launch of its latest online store, DiscountMassageChairs.com (<http://www.discountmassagechairs.com>) featuring top massage chairs and massage products at discount prices. The rapid pace at which OpticsPlanet, Inc. has launched new stores has only increased in 2011. DiscountMassageChairs.com is joined by GunCases.com as two stores launched already in 2011, and more stores are expected to be launched in the coming months.

“As a leader in online retail for many categories, we are excited to expand our market leadership and leverage our strengths into an underserved niche... the massage products market,” Mark Levitin, OpticsPlanet, Inc. CEO commented. “Our other stores are built on strong relationships with our customers and vendors, and DiscountMassageChairs.com will be no different.”

These products, designed to soothe and relax in addition to providing relief from muscle aches and pain, will be offered on DiscountMassageChairs.com and backed by the same customer centric focus and service as other OpticsPlanet, Inc. stores. OpticsPlanet, Inc. stores include OpticsPlanet.com, Dvor.com, EyewearPlanet.com, LabPlanet.com and many others.

DiscountMassageChairs.com will allow individuals, offices, and corporations to purchase high quality personal massage products and massage chairs at a fraction of the cost offered by other retailers. Features of OpticsPlanet.com, including access to knowledgeable product specialists, world class customer service, and more will all be available for customers of DiscountMassageChairs.com.

About OpticsPlanet, Inc.: Founded in 1999, OpticsPlanet, Inc. is 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, Dvor.com, EyeWearPlanet.com, GunCases.com, LabPlanet.com and other online stores. 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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