



FOR IMMEDIATE RELEASE

OPMOD™ introduces the L-3 EOTech Limited Edition OPMOD™ EXPS2 Holographic Weapon Sight available exclusively at OpticsPlanet
OpticsPlanet Releases Latest Product from their OPMOD™ division of exclusive and innovatively designed optics products.

Northbrook, Illinois – June 29, 2010 – OpticsPlanet Inc. (www.opticsplanet.com), the largest specialized retailer of sport optics, tactical and military gear, binoculars, rifle scopes, and sunglasses, announced the release of the *L-3 EOTech Limited Edition OPMOD™ EXPS2 Holographic Weapon Sight*. The new sight is available exclusively at OpticsPlanet.com and Tactical-Store.com.

Through a collaborative effort, OpticsPlanet, Inc.'s **OPMOD™** team and L-3 EOTech's premier engineering and marketing teams pinpointed the exact product innovations end-users were looking for in a holographic weapon sight. Based on the original award winning L-3 EOTech XPS2 Holographic Weapon Sight, the L-3 EOTech **OPMOD™** Limited Edition EXPS2 Holographic Red Dot Sight offers a unique combination of features not available on any other EOTech model. Features available exclusively on the **OPMOD™** sight include a 7mm raised base to allow lower 1/3 co-witness, easily accessible side buttons, and a single quick detach throw lever. The sight is available with two different reticle options; the EXPS2-0 features a reticle pattern with 65 MOA ring and 1MOA dot and the EXPS2-2 features a reticle pattern with 65 MOA ring and two 1MOA dots.

About OPMOD™: OPMOD™, a division of Optics Planet, Inc., in conjunction with the top engineering and marketing teams in the industry aims to provide revolutionary new products tailored to the highest performance standards required by our armed forces and shooting enthusiasts. OPMOD™ (OpticsPlanet MODification) products are designed for optimum execution standards by ensuring reliability, functionality, customer approval, and fulfillment of purpose in adverse conditions.

About L-3 EoTech: L-3 EOTech is the exclusive manufacturer and world leader of holographic sighting systems for small arms, and is dedicated to continually producing high-quality, battle-tested products for our servicemen and women. These advanced technology sights are used extensively by elite military groups around the globe, Federal Law Enforcement as well as state and local law enforcement. L-3 EOTech provides HOLOgraphic Weapon Sights through contracts to USSOCOM, US Marine Corps, US Army, USAF, DEA, FBI, ATF as well as many others.

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, Microscopes.com, LabPlanet.com, Shoptics.com, Tactical-Store.com, EyeWearPlanet.com, RadarGuns.com, Night-Optics.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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