

## **OpticsPlanet Partners with GSM to Offer Multiple Brands of Hunting and Outdoor Equipment.**

*OpticsPlanet is now an Approved Reseller for GSM, offering a wide variety of proven hunting and outdoor equipment from Cyclops, Stealth Cam, Wildview, American Hunter and more.*

Northbrook, IL – June 6, 2011 – OpticsPlanet, Inc. the world’s largest specialized internet retailer of hunting, birding, tactical and outdoor equipment, announced this week that it now carries a wide selection of GSM brands in its stores, including: American Hunter, Cyclops, EPIC, Stealth Cam, SSI, Walker’s and Wildview.

The collection of GSM brands now available at OpticsPlanet offers a unique range of quality products, all proven to meet the needs of any outdoor enthusiast. American Hunter game feeders and feeder accessories are designed to handle everything from small plot feeding to professional game management. Cyclops brings users out of the dark with a wide variety of headlamps, clip lights and handheld search lights as bright as 3,200 lumens. SSI laser sights and laser bore sights ensure shooters always hit their mark. And Walker’s Game Ear hearing enhancement and hearing protection has been relied on by avid shooters and hunters for over 20 years.

OpticsPlanet has also added a collection of GSM camera brands to its stores. EPIC adventure cameras allow users to catch all the action, recording video and photos during even the most extreme activities. Stealth Cam has revolutionized the world of scouting trail cameras by allowing users to record full audio and video along with traditional still photos. And Wildview trail cameras are renowned for their easy user interface, and viewed as the ultimate choice for value and versatility.

OpticsPlanet is proud to welcome the GSM family of brands to its stores. The full line of American Hunter, Cyclops, Epic, Stealth Cam, SSI, Walker’s and Wildview products are available now on OpticsPlanet.com.

### About GSM

Based in Grand Prairie, Texas, GSM brands keep the outdoor enthusiast in mind. Products in the GSM family of brands range anywhere from digital infrared motion detector scouting cameras to laser sights and super-bright LED, halogen and krypton lighting products. GSM prides itself on creating products and brands that have all the latest features and rugged durability, yet

remain affordable to every enthusiast looking to make the most out of their outdoor experience.

#### 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 Chicago in Northbrook, Illinois, the company operates a network of online stores including: OpticsPlanet.com, Tactical-Store.com, RangeFinders.com, GunCases.com, and Dvor.com, the first members-only online store offering exclusive flash sale deals on outdoor, sports and hunting gear.

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. 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.com has also been recognized by *Inc. Magazine* as one of the top 5000 fastest growing companies in the United States.

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