



FOR IMMEDIATE RELEASE

OpticsPlanet, Inc. Continues Phenomenal Growth with the Launch of GunCases.com Featuring Gun Storage Products & Accessories

OpticsPlanet, Inc., an online leader in sport optics, tactical and military gear, eyewear, laboratory equipment and much more expands further into the gun storage products & accessories market.

Northbrook, IL January 17, 2011: OpticsPlanet, Inc. (<http://www.opticsplanet.com>) is proud to announce the launch of its latest online store, GunCases.com (<http://www.guncases.com>) featuring gun cases, cabinets, and storage products from the top vendors in the gun storage market. These products, integral to the effective, safe, and secure storage and transport of firearm products, will be offered on GunCases.com backed by the same customer centric focus and service as other OpticsPlanet, Inc. stores. These stores include TacticalStore.com, Dvor.com, OpticsPlanet.com, LabPlanet.com and many others.

“As a leader in online retail for many categories, including sport optics, hunting, tactical, and military gear and more, we are excited to expand our market leadership into the firearm storage market,” Mark Levitin, OpticsPlanet, Inc. CEO commented. “Our other stores are built on strong relationships with our customers and vendors, and GunCases.com will be no different.”

OpticsPlanet, Inc. has continued its torrid growth in the online shopping space, with recent store launches of www.Dvor.com and www.RangeFinders.com. More online stores are expected to be launched in the coming months.

Features of OpticsPlanet.com, including competitive pricing, access to knowledgeable product specialists, free ground shipping on most orders over \$29.95, world class customer service, and more will all be available for customers of GunCases.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, Tactical-Store.com, GunCases.com, LabPlanet.com, RangeFinders.com, EyeWearPlanet.com, RadarGuns.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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