



**OpticsPlanet, Inc. Celebrates its Incredible Growth as the Fastest Growing Pure-Play Large-Scale Internet Retailer in the Inc. 5000**

*OpticsPlanet, Inc. continues to rank as one of the fastest growing private companies in the country; ranks #2457 on the Inc. 5000 list*

**Northbrook, Illinois August 30, 2012**— For the fifth consecutive year, the Inc. 5000 list of the fastest growing private companies in the United States has recognized [OpticsPlanet](#) for its outstanding growth. OpticsPlanet, Inc., the premiere destination for high performance and technical gear, is the fourth fastest growing retailer on the list of those with revenues of more than \$100 million in the past year, and for the same group ranking as the **fastest growing pure-play online retailer** as ranked by Inc. 5000.

Many companies see their growth slow as they go from a small business, to medium sized, to a large scale enterprise, but not OpticsPlanet. The company almost doubled sales in the past 3 years, from \$51.2 million in 2008 to \$101.8 million in 2011. By focusing both on core competencies, such as top-notch customer service, and also new channels and strategies, OpticsPlanet is poised to continue to grow in both the short term and long term. The company's members-only/flash sales site [Dvor.com](#) has continued its rapid growth in 2012, offering thousands of sales events to members looking for exclusive deals on gear. The company has also seen tremendous growth of its own gear brand, [OPMOD](#), and over 30 unique OPMOD products will be offered by the end of 2012.

Mark Levitin, CEO of OpticsPlanet, Inc. commented “As the leading destination for high performance and technical gear, our growth will only continue because we deliver what consumers want. We are present in the right channels, we are constantly innovating and improving our offerings, and we have a major focus on product knowledge and technical expertise that makes us the preferred destination for millions of people – those who work hard, play hard, or dedicate their life to service. When it comes to gear, OpticsPlanet, Inc. is always the destination.”

Building on OpticsPlanet's status as a destination, the company continues to increase the amount of expert reviews, in-depth information and articles on [GearExpert](#). OpticsPlanet also offers over 25,000 product reviews written by customers, hundreds of product videos, and thousands of how-to and informational articles.

OpticsPlanet, Inc. is honored to add the Inc. 5000 award to the extensive array of awards it has received in the past year, including a top 200 listing in the Internet Retailer 500 list. OpticsPlanet, Inc. was recognized not only with numerous industry awards from EOTech,

Leupold, Crimson Trace, Yukon and others, but also was recognized as one of the [Top Workplaces in the Chicago](#) area. OpticsPlanet is also a member of the Inc. 5000, a ranking of the nation's fastest growing private companies.

**About OpticsPlanet, Inc.**

Founded in 2000, OpticsPlanet, Inc. is the leading online destination for technical and high-performance gear. OpticsPlanet, Inc. serves demanding enthusiasts and professionals who are passionate about their jobs, serious about their recreation, and devoted to their service. Currently offering over 700,000 items from 2,500 brands in 300 niche specialty categories, OpticsPlanet, Inc.'s wide selection combined with great prices, in-house customer service and a knowledgeable team of specialists has helped it grow into one of the largest online retailers in the world.

In 2012, the company was recognized for the sixth straight year by [Internet Retailer Magazine](#) as one of the top 500 e-retailers in the United States. OpticsPlanet, Inc. has also been recognized by [Inc. Magazine](#) as one of the top 5,000 fastest growing companies in the country, and the Better Business Bureau has ranked them as A+.

Some of the stores in OpticsPlanet, Inc.'s portfolio include OpticsPlanet.com, Dvor.com – the world's first members-only store devoted to gear – EyewearPlanet.com, Tactical-Store.com, and LabPlanet.com.

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