



OpticsPlanet Lands on Inc. Magazine's Top 5000 List for Seventh Straight Year

With a three year growth rate of 116%, OpticsPlanet is honored to be recognized for the seventh straight year on Inc. Magazine's Top 5000 list.

Northbrook, Illinois August 27, 2014 – Another year of double-digit growth and nearly 14 years of serving and satisfying customers through industry-leading service and selection has landed OpticsPlanet, Inc. its seventh consecutive appearance on *Inc. Magazine's* Top 5000 List. OpticsPlanet has added 140 jobs and grown 116% over the previous three years.

OpticsPlanet's growth over the past year can be attributed to a variety of sources, as the company worked diligently to increase its presence and brand awareness both on and offline. National visibility in print and television campaigns on networks such as The Sportsman Channel brought OpticsPlanet into the homes of millions of Americans. And promotions such as the Santa Stakeout Kit bolstered OpticsPlanet's portfolio of viral marketing successes, with some of the largest media outlets in the world covering the piece.

OpticsPlanet's growth also stemmed from the expansion of its in-house brand OPMOD. Through category and SKU additions, as well as strategic partnerships with industry icons such as Zeiss and Browning, the OPMOD brand achieved record success in 2013. By following a strategic development plan for OPMOD over the past several years, OpticsPlanet has been able to leverage the brand to achieve even greater storewide customer loyalty and return rates.

With continued year-over-year growth, OpticsPlanet is greatly invested in fortifying backend systems to support core competencies. In-house development teams in several countries touch all aspects of business operations, allowing the company to remain at the forefront of online retail technologies. And with the addition of new procedures and cutting edge back-end systems in 2014, OpticsPlanet's ability integrate and seamlessly control everything from order management, content management, marketing, merchandising and more will be greatly improved.

Customer experience remains the core of OpticsPlanet's focus and ability to continue its strong growth. In 2013, the company went beyond offering customers strong service and selection, and ran multiple large-scale promotions, including the chance to win once-in-a-lifetime prizes such as training at the world-renown Gunsite Academy and touring the Smith & Wesson factory in Springfield, Massachusetts. Many of these prizes and experiences could not be found anywhere else, and echo OpticsPlanet's commitment to its customers and their passions.

OpticsPlanet is honored by their seventh straight inclusion on *Inc. Magazine's* Top 5000 List, and looks forward to another year of strong growth and success.

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 1,000,000 items from 2,500 brands in 300 niche specialty categories, OpticsPlanet, Inc.'s wide selection of [riflescopes](#), [holsters](#), [sunglasses](#), [flashlights](#) and more 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 2014, the company was recognized for the eighth straight year by Internet Retailer Magazine as one of the top 200 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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