



## For Immediate Release

### **OPTICSPLANET RECOGNIZED IN THE INC. 500|5000 LIST OF TOP INTERNET RETAILERS AGAIN**

*OpticsPlanet Inc. continues their massive year-to-year growth, which has been noticed by Inc., who placed the company on its list of top 5000 internet retailers in 2011.*

**Northbrook, Illinois – September 22, 2011** – OpticsPlanet Inc. ([www.OpticsPlanet.net](http://www.OpticsPlanet.net)), an online retailer of high-performance and technical gear for demanding professionals and enthusiasts, has been named in Inc.'s 500|5000 list as one of the country's fastest growing companies. With an ever-expanding number of specialty stores, including [Tactical-Store.com](http://Tactical-Store.com), [EyewearPlanet.com](http://EyewearPlanet.com) and their exclusive member's only store [DVOR.com](http://DVOR.com), OpticsPlanet has grown substantially over the last year, earning them a place on Inc.'s list for the fifth straight year.

With a three year growth rate of 113%, OpticsPlanet has used this success to expand their workforce to now over 300 employees, who help bring top quality eyewear, sports optics, and laboratory equipment to the public faster and more efficiently than ever before.

OpticsPlanet's impressive growth can be largely attributed to their focus on providing more than great prices. Knowledgeable customer service, a wide range of products and informative content on their sites give customers the ability to shop with the confidence that what they're getting is exactly what they want and it will arrive in a timely manner. And an increased focus on social media integration provides a community experience for consumers who want to find all their needs met in the same place.

This fast and consistent growth has landed OpticsPlanet at number 2210 on the Inc. 500|5000 list of fastest growing internet retailers.

#### **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](http://OpticsPlanet.com), [Tactical-Store.com](http://Tactical-Store.com), [RangeFinders.com](http://RangeFinders.com), [GunCases.com](http://GunCases.com), and [Dvor.com](http://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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