



OpticsPlanet.com Launches Operation Gift to Send Holiday Care Packages to Troops

For Immediate Release

Operation Gift is a multi-tiered and cause-based promotional campaign that features special promotional offers and sales events designed to raise money and awareness for Operation Gratitude®.

Northbrook, Illinois November 9, 2016

OpticsPlanet.com is on a mission to help send 5,000 care packages to active duty troops this holiday season through their Operation Gift program. Each time a customer places an order from now through December 27th, OpticsPlanet.com will donate a portion of the proceeds toward sending care packages.

Operation Gift is a continuation of OpticsPlanet.com's efforts to support our nation's heroes; focusing on those who are currently on active duty. In addition to Operation Gift, OpticsPlanet.com's annual Gear Up For a Cause campaign helps give back to veterans by working with well-respected non-profit organizations such as Hope For The Warriors and Fisher House Foundation. "Our charitable efforts succeed because our customers care deeply about those who serve and protect," says Cynthia Do, Promotions Coordinator.

Offering great sales and clever gift guides, OpticsPlanet.com is a popular destination for holiday shoppers. Now when customers shop for gifts for friends and family members, they can also choose a special gift for our troops through Operation Gift.

The Operation Gift program works in partnership with Operation Gratitude, a 501(c)(3) organization that sends care packages throughout the year to veterans, first responders, new recruits, wounded heroes, care givers and others deployed overseas as well as their families waiting at home. OpticsPlanet, Inc. is proud to partner with Operation Gratitude and with special vendor partners Vortex, Leupold, Armasight, Crimson Trace, Trijicon, Nikon, SureFire, and Steiner. For more information about Operation Gift, visit <http://operationgift.com/>.

About OpticsPlanet

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 over 2,900 brands in over 500 specialty categories, OpticsPlanet, Inc.'s wide selection of outdoor sporting goods and military gear 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 2016, the company was recognized for the 10th 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.

Other 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.

Media Contact:

- Yelena Cina
- @: pr@opticsplanet.com
- Tel: (847) 513-6193
- Fax: (847) 513-6978