



OpticsPlanet.com Launches 2nd Annual Operation Gift Campaign

FOR IMMEDIATE RELEASE

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

NORTHBROOK, III., Nov. 20, 2017 – OpticsPlanet.com is running its 2nd annual Operation Gift Campaign, a cause-based initiative that helps support active duty troops.

Operation Gift was created to focus efforts on providing supplies to active duty military serving overseas during the holidays. In 2016, not only did the campaign raise \$50,000 to ship more than 3,000 care packages but it also delivered \$10,000 worth of supplies which were directly sent to individual service members. This holiday season, orders placed on OpticsPlanet.com now through December 26th will trigger a donation. A portion of the proceeds will be donated toward sending packages; in addition, customers will also be able to select a personal gift that will be sent to individual troops.

“When Operation Gift was started last year, we were blown away by the interest and support that the campaign received. We quickly decided to re-launch the campaign again for a second time,” said Cynthia Do, senior promotions coordinator at OpticsPlanet, Inc. “This initiative is a great way to support those who serve and protect our nation in a meaningful way.”

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. In addition, this year OpticsPlanet has teamed up with notable brands Vortex, Leupold, Pulsar, Streamlight, Crimson Trace, Nikon, EOTECH, FLIR, Sig Sauer, Trijicon, Steiner and Surefire which are committing to help multiply the donation amount with the purchase of their products. For more information about Operation Gift, visit www.operationgift.com

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 million items from over 3,500 brands in over 500 specialty categories, OpticsPlanet.com’s wide selection of outdoor sporting goods, military and hunting gear, as well scientific products and eyewear.

In 2017, the company was recognized for the 11th 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. For more information visit www.opticsplanet.com, and follow OpticsPlanet.com on [Twitter](#), [Instagram](#) and [Facebook](#).

CONTACT:

Yelena Cina

T: (847) 513-6193

F: (847) 513-6978

pr@opticsplanet.com