



FOR IMMEDIATE RELEASE

OpticsPlanet, Inc. Supports Its Continuing Growth by Hosting a Career Fair for Customer Service, Marketing, Operations & Other Professionals

There's no talk of a recession at OpticsPlanet, where a multitude of positions are open now to help OpticsPlanet, Inc. continue its rapid growth. The 4th OpticsPlanet Career Fair will be taking place Tuesday, March 15 at the Holiday Inn North Shore from 9:00AM – 1:00PM.

Northbrook, IL March 9, 2011: OpticsPlanet, Inc. (<http://www.opticsplanet.com>), a growing company ranked in the Internet Retailer Top 500 and the Inc. 5000, is an ecommerce powerhouse focusing on markets such as the outdoor, military, hunting supplies, lab supplies, eyewear and much more. OpticsPlanet, Inc. is hosting a Career Fair for opportunities available through the company, ranging from Customer Service positions to Marketing & Merchandising, Operations, Software Development and many more. As one of the top 300 internet retailers, OpticsPlanet, Inc. is growing rapidly within its core market and expanding into new markets constantly. UPS ranks OpticsPlanet as one of the largest shippers by volume in the Midwest United States, and multiple vendors have recognized OpticsPlanet, Inc. as the “dealer of the year” over the past few years.

“OpticsPlanet is an exciting, fast-paced and fun place to work,” Dawn Rosario, Housekeeping & Administration Team Leader commented. “The best and brightest will find opportunities here to grow and make a real impact. There is no better place to be.”

OpticsPlanet, Inc. is a dynamic environment that is on the cutting edge of technology and business strategies, and employees are supported with extensive training programs to help them reach their full potential. Individuals interested in the Company culture of OpticsPlanet can learn more by watching videos on the OpticsPlanet YouTube channel (<http://www.youtube.com/opticsplanet>) including an explanation of who OpticsPlanet is, and videos covering our Halloween and Employee Appreciation Day celebrations.

The career fair will be taking place at the Holiday Inn North Shore, 5300 W. Touhy Ave, Skokie, IL 60077 from 9:00 AM – 1:00 PM on March 15, 2011. Hiring managers will be present from multiple departments, and a full list of open positions with job descriptions is available at <http://www.opticsplanet.com/careers/>.

About OpticsPlanet, Inc.: Founded in 1999, OpticsPlanet, Inc. is one of the world's leading online retailers with targeted niche stores specializing in sport optics, tactical and

military gear, binoculars, night vision optics, rifle scopes, and sunglasses. Based outside of Chicago, in Northbrook, Illinois, the company operates a network of multiple online stores including OpticsPlanet.com, Tactical-Store.com, EyeWearPlanet.com, LabPlanet.com, and also 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. Recently, the company has been recognized by *Internet Retailer Magazine* as one of the top 500 e-retailers in the U.S. for the fourth year in a row, and by *Inc. Magazine* as one of the top 5000 fastest growing companies in the United States for three consecutive years. OpticsPlanet, Inc. is an equal opportunity employer.

FOR MORE INFORMATION CONTACT:

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