



## **Vote & Win During the 2015 Brilliance Awards by OpticsPlanet**

*OpticsPlanet announces the start of the 2015 Brilliance Awards. These annual awards allow customers and gear aficionados alike to honor the best products across a wide variety of categories by voting on everything from rifle scopes and binoculars to designer sunglasses and telescopes. Voters get the chance to enter to win one of six OpticsPlanet eGift Certificates.*

**Northbrook, Illinois October 19, 2015** – OpticsPlanet, a leading online retailer of high-performance and technical gear, has launched their annual Brilliance Awards and Sweepstakes. Voters can pay tribute to the year’s best rifle scopes, binoculars, apparel, flashlights, and more through October 30 during the 2015 Brilliance Awards. Voters can enter to win 1 of 6 OpticsPlanet eGift Certificates from the voting page.

In their eighth successive year, the Brilliance Awards serve to honor the best products and to help guide customers to the top brands and products. Brilliance Awards winners are the most highly regarded by both customers and experts. Voting is very simple and only takes a few moments; with a single click of an icon per category on the [2015 Brilliance Award page](#), you can cast your vote.

Brilliance Award winners receive the added recognition of the Brilliance Award seal to display their recognized status to everyone who visits OpticsPlanet.com. This seal is a prestigious badge of honor that helps guide customers in their purchase decisions. Along with the Brilliance Awards, OpticsPlanet’s extensive [How-To-Guides](#), [informative blogs](#), dedicated customer service professionals, and expert product intelligence specialists represent their dedication to offering the most trustworthy information in addition to great prices and a vast selection.

OpticsPlanet is giving away six gift cards to voters in the Brilliance Awards Sweepstakes. Five lucky winners will receive a \$50 eGift Certificate and one extremely lucky winner will take home a \$100 eGift Certificate.

OpticsPlanet encourages anyone who wants to express their passion for their favorite gear to vote in the 2015 Brilliance Awards and enter for their chance to win a \$50 or \$100 gift card!

### **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 700,000 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 500 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.

**Media Contact:**

**Yelena Khavkhalyuk**

@: pr@opticsplanet.com

Tel: (847) 513-6193

Fax: (847) 513-6978

###