



OpticsPlanet Rapidly Expands into Outdoor Gear with New Brands and Categories

With over 150 brands across 30 niche categories, OpticsPlanet.com expands its leadership into the outdoors market

Northbrook, Illinois June 29, 2012—OpticsPlanet.com, the leading online destination for technical and high performance gear, is rapidly expanding into the [outdoors](#) market. By leveraging an extensive supplier network and its robust proprietary ecommerce platform, in the first half of the year, OpticsPlanet has been able to add thousands of new outdoor products to its catalog.

Some of the categories recently added include [knives](#), camping gear, and apparel. These products join others from other established categories utilized by hunters, tactical operators, police and military including [night vision](#), flashlights, bags and backpacks, waterproof cases and apparel. Featured outdoors brands include [SOG](#), Benchmade, Gerber, [Streamlight](#), Maxpedition, Coast, Primus and many more household names. OpticsPlanet, Inc., ranked #166 in the 2011 Internet Retailer Top 500, is currently working with even more brands to further expand their selection and offering to the benefit of their customers.

Mark Levitin, CEO of OpticsPlanet, Inc. commented “Already we are the destination of choice for hunters, tactical operators, sports shooters, and professionals and enthusiasts of all levels. Now with our further expansion into the recreational outdoors market, we are not only expanding our reach into new markets, we are better serving our existing customer base. OpticsPlanet, Inc. and OpticsPlanet.com continues to be the place for gear online.”

Being a destination means more than just offering a wide product selection, and to that extent the company has released numerous videos featuring these new products on the OpticsPlanet YouTube channel, new articles and expert reviews on the GearExpert blog, and already has thousands of customer reviews for products offered in these new categories.

With over 700,000 products in 300 categories and representing 800 different brands, OpticsPlanet continues to service a variety of recreational and professional interests. Top categories of products, including [rifle scopes](#), [red dot sights](#), binoculars and holsters, are having new products and new brands added in addition to OpticsPlanet.com’s push into the outdoors market.

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 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 2012, the company was recognized for the sixth 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 and the company's fastest growing ecommerce property – EyewearPlanet.com, Tactical-Store.com, and LabPlanet.com.

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