



OpticsPlanet partners with Pocket Radar, Inc.

OpticsPlanet is now an Authorized Dealer for Pocket Radar, the innovative manufacturer of the world's only pocket-sized personal speed radar.

Northbrook, Illinois – August 1, 2010– OpticsPlanet, Inc., www.OpticsPlanet.com, the world's largest specialized internet retailer of sport optics and radar guns announced this week that it will join forces with Pocket Radar Inc. to begin carrying its new innovative pocket-sized radar gun.

The Pocket Radar is the world's first ultraportable, compact, palm-sized radar gun. Since its release earlier this year, Pocket Radar has gained considerable attention for its groundbreaking speed gun. The slim speed radar gun was recognized by the press and gadget enthusiasts as one of the big hits at the Consumer Electronics Show (CES) and has been reported on by CNN, ABC News, The Today Show on NBC and several other major news networks. Recently, Pocket Radar was nominated as a 2010 Innovations Design and Engineering Award Honoree at CES where it was also honored by the Popular Mechanics' Editor's Choice Award

The small radar device, which is roughly the size of a smart phone, makes speed measurement affordable and convenient for everyone. Pocket Radar is designed for use by both professionals and everyday consumers in a wide range of applications from coaches clocking baseball pitch speeds to athletes seeking to improve performance to racing fans looking to enhance their experience at the track. Pocket Radar delivers the same accuracy as larger police radar guns yet is small enough to fit in a shirt pocket.

OpticsPlanet is proud to have Pocket Radar as a partner and is excited to include their new cutting edge Pocket Radar to the already extensive selection of Radar guns, tactical gear, riflescopes, sport optics and hunting optics available on Opticsplanet.net.

About Pocket Radar, Inc.

Based in Santa Rosa, California, Pocket Radar™, Inc. designs, engineers and manufactures the world's only pocket-sized personal speed radar device that delivers accurate real-time speed measurements with the touch of a button. Utilizing a new break-through Doppler radar signal detection and processing system coupled with re-engineered microwave and antenna components that fit into a tiny planar structure the size of a credit card, Pocket Radar™ employs proprietary digital signal processing algorithms and state-of-the-art intelligent target acquisition techniques to provide users with industry leading accuracy and speed measurement detection across all ranges. Designed for use as a sports radar gun by coaches, players and fans alike, Pocket Radar™ provides full-sized performance in a palm-sized package. More information is available at www.pocketradar.com

About OpticsPlanet, Inc.

Founded in 1999, OpticsPlanet, Inc. has quickly become one of the world's leading online retailers specializing in sport optics, tactical and military gear, binoculars, [radar guns](#), and [sunglasses](#). Based outside of Chicago, in Northbrook Illinois, the company operates multiple online stores including OpticsPlanet.com, <http://www.radarguns.com>, Tactical-Store.com, Microscopes.com, LabPlanet.com, Opticsforyou.com, EyeWearPlanet.com, Night-Optics.com and other online stores. Since the launch of OpticsPlanet.com 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 was recognized, for the

fourth year in a row, by *Internet Retailer Magazine* as one of the top 500 e-retailers in the U.S. and by *Inc. Magazine* as one of the top 1000 fastest growing companies in the United States.

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