



For Immediate Release

OpticsPlanet Partners with SETI@Home to Raise Funds for the Continued Search
As SETI@Home continues to search for intelligent life in the universe, OpticsPlanet incentivizes donations with exclusive coupon offers.

Northbrook, Illinois July 2, 2012 - OpticsPlanet.com helps amateur and professional astronomers discover new features of the cosmos with their selection of [telescopes](#), [astronomy binoculars](#), [spotting scopes](#) and [star maps](#), but the search goes on for extraterrestrial intelligence. By teaming up with SETI@Home, OpticsPlanet helps bring additional funding to SETI@Home and energizes a large base of enthusiasts to continue turning their eyes and ears skyward.

Donors who lend monetary support to SETI@Home will now receive coupons good on OpticsPlanet's wide selection of [astronomy gear](#). Anyone who donates \$5 will receive a coupon for \$10 off orders of \$75 or more, donations of \$7 will receive \$17 off orders of \$125 or more, donations of \$9 will receive \$25 off orders of \$195, donations of \$11 will receive \$35 off orders of \$275 and donations of \$20 or more will receive a coupon good for \$65 off orders of \$500. Donations can be made at Goodcompanyfundraising.com/shopping/.

SETI@Home has millions of members and participants who have joined in the search for extraterrestrial life, and each of them can enjoy this new promotion. The additional funds will go toward improving the computing power of SETI@Home's network of computers. Enough donations will allow SETI@Home to search for weaker signals that may have been broadcast from stars many light years away.

OpticsPlanet shows their support of the causes and efforts of their dedicated customers by providing astronomers with new ways to save money while contributing to a worthwhile cause. They hope their partnership with SETI@Home will lead to new discoveries about our universe and the other creatures that may inhabit it.

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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