



OpticsPlanet.com Now Lets You Check Product Availability Instantly!

OpticsPlanet now offers one-click access to estimated fulfillment times to further improve the customer experience. This increased insight into availability helps customers make more informed buying decisions.

Northbrook, Illinois August 23, 2012 – OpticsPlanet.com continues to expand the scope and quality of their online store by implementing new and exciting features. Their latest advancement enables customers to check the availability of every orderable item listed on their website. Customers looking to buy everything from [Streamlight Flashlights](#) to [Nikon Rifle Scopes](#) can now enjoy greater knowledge of how long it will take to receive their items.

The impressive growth OpticsPlanet has experienced over the last several years has led to many improvements to every aspect of their business, from the addition of a [new wing in October of 2011](#) and recognition as one of [Chicago's Top Workplaces](#) to recent navigational enhancements and filtering options to help visitors navigate hundreds of categories, thousands of brands and hundreds of thousands of products. OpticsPlanet has never shied away from new opportunities to expand and further establish their place as one of the internet's top retailers.

The combination of OpticsPlanet's talented software development team, customer service representatives and entrepreneurial spirit led to the implementation of the "Check Availability" feature. Customer feedback illustrated a need to see more of what's currently in OpticsPlanet's massive warehouse of hundreds of thousands of items just outside Chicago, Illinois. In addition, OpticsPlanet's size and scale has allowed the company to predict with incredible accuracy the time to fulfill orders for items not currently in stock.

Expansion and improvement have always been fundamental tenets of OpticsPlanet's philosophy. Focusing on helping customers make better purchases with greater knowledge through [How-To Guides](#) and [informative blogs](#) to easing product selection with filters and improved navigation, OpticsPlanet continues to develop as a leading retailer of [hunting gear](#), [military and tactical equipment](#), [laboratory hardware](#) and more.

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 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 – EyewearPlanet.com, Tactical-Store.com, and LabPlanet.com.

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