



For Immediate Release

OPTICSPLANET, INC ANNOUNCES DISTRIBUTION OF SUNWAYMAN FLASHLIGHTS

Northbrook, Illinois – June 27, 2011 – [Sunwayman Flashlights](#) have come to OpticsPlanet, Inc. (<http://www.opticsplanet.com>), which already has a reputation for carrying the best lighting solutions with award winning [flashlights](#) and [flashlight accessories](#) for military, law enforcement, hunting and outdoor usage.

Since their inception, [Sunwayman](#) has sought to do more than produce powerful flashlights. Every one of their products combines great performance with an eye toward beauty. Founder Andy Xie built his company around the goal of showing more of the beauty of the world both through the light emitted from each Sunwayman Flashlight and from the stunning and graceful design of the flashlight itself. In addition to their talent and expertise, every Sunwayman designer and engineer brings a little heart and soul to their work, making their results a work of art as much as a product.

OpticsPlanet is proud to have the artistry of Sunwayman flashlights added to its large collection of high performance tactical and hunting flashlights. Yet another step has been taken toward OpticsPlanet's goal of carrying every brand of technologically advanced, durable, and even artistically designed flashlights in the marketplace.

About Sunwayman

Though they are a young company, Sunwayman's founder Andy Xie is a veteran designer of high-end flashlights and has brought his expertise and enthusiams to every part of Sunwayman's manufacturing process to ensure the best possible products end up in the hands of consumers. Sunwayman's infectious commitment to beauty started with Xie but has since been taken up by every employee in the company.

About OpticsPlanet, Inc.

Based just outside Chicago, in Northbrook, Illinois, [OpticsPlanet](#) is one of the largest online retailers of lighting solutions, with a wide selection of flashlights, night vision, lanterns and more. OpticsPlanet offers state-of-the-art product knowledge, exceptional customer service, and an outstanding flashlight selection across multiple online channels: www.OpticsPlanet.com, [EyewearPlanet.com](#), [DVOR.com](#) and [OpticsForYou.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. OpticsPlanet was recently ranked by *Internet Retailer Magazine* as one of the top 200 e-retailers in the U.S., and by

Inc. Magazine as one of the top 5000 fastest growing companies in the United States, both for the third consecutive year.

Media Contact:

Yelena Khavkhalyuk

@: pr@opticsplanet.com

Tel: (847) 513-6193

Fax: (847) 513-6978