



OpticsPlanet, Inc. Awarded Top 10 Dealer of the Year by Surefire

Surefire LLC, Manufacturer of Tactical Flashlights and Flashlight Accessories, names OpticsPlanet as one of its top retailers for 2009

Northbrook, IL, November 24, 2009 --(PR.com)-- OpticsPlanet, Inc., one of the largest Internet retailers of sport optics, tactical and military gear, and security equipment, has just recently been named the 2009 Top 10 Dealer of the Year by Surefire LLC. As a leading dealer of Surefire products, OpticsPlanet carries a large selection of Surefire produced tactical flashlights, tactical flashlight accessories and other tactical products such as rechargeable flashlights, led flashlights, hearing protection, communications equipment, headlamps, and weapon lights.

“It is an honor to be recognized as one of the top ten dealers of the year. The incredible selection of high quality products that Surefire offers meets the high standards that we require of all the products we sell. Our customers appreciate the quality and reliability of Surefire products,” remarked OpticsPlanet President, Pavel Shvartsman. “Since partnering with Surefire, their contribution and help in growing our business has been invaluable. We are very pleased with our relationship and this recognition is very much appreciated. Surefire is an excellent partner and we look forward to further success in 2010.” As the recipient of this award, OpticsPlanet is recognized as one of the leading dealers of all of Surefire’s retail accounts, as measured by sales volume, customer satisfaction, and consistency. The award reinforces OpticsPlanet’s excellence and dominance in the industry, among both online and brick and mortar stores, as a premier retailer of tactical equipment and illuminating tools.

About Surefire

Located in Fountain Valley, California, Surefire, LLC is a leading manufacturer of high performance flashlights, weapon-mounted lights, and other tactical equipment. Surefire illumination tools are used by more SWAT teams and elite special operations groups than any other brand.

About OpticsPlanet, Inc.

Founded in 1999, OpticsPlanet, Inc. has quickly become one of the world's leading online retailers with targeted niche stores specializing in sport optics, tactical and military gear, binoculars, night vision optics, rifle scopes, and sunglasses. Based outside of Chicago, in Northbrook Illinois, the company operates a network of multiple online stores: OpticsPlanet.com, Microscopes.com, LabPlanet.com, Shoptics.com, Tactical-Store.com, EyeWearPlanet.com, RadarGuns.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 third 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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Press Contact

Yelena Khavkhalyuk

pr@opticsplanet.com

847.513.6193

OpticsPlanet, Inc. - 3150 Commercial Ave. Northbrook, IL 60062 – (800) 504-5897