



**Another Year, Another Big Move Up the List – OpticsPlanet, Inc. Ranks as the #166 Largest Internet Retailer**

*OpticsPlanet, Inc. continues its rise as one of the top online retailers; ranks 166 on list of Internet Retailer Top 500 list, up from #182*

**Northbrook, Illinois May 9, 2012**— For the sixth consecutive year, Internet Retailer has recognized [OpticsPlanet](#) as one of the largest online retailers in the United States and Canada. OpticsPlanet, Inc., the premiere destination for high performance and technical gear, is the sixth largest online retailer in the sporting goods arena and unofficially now ranks as one of the fifty largest pure play internet retailers.

While many other sporting goods companies saw yearly growth rates in the single digits, OpticsPlanet steamed ahead, growing 23.29% in 2011. By focusing both on core competencies, such as top-notch customer service, and also new channels and strategies, OpticsPlanet is poised to continue to grow in both the short term and long term. With [Dvor.com](#), the first member's only/flash sales site offering gear continuing its rapid growth, a new mobile site greeting smart phone users, and a large expansion of social media and email marketing efforts, OpticsPlanet has taken its industry leadership into the new frontiers of ecommerce. The company has also seen tremendous growth of its own gear brand, [OPMOD](#), and over 30 unique OPMOD products will be offered by the end of 2012.

Mark Levitin, CEO of OpticsPlanet, Inc. commented “We are the leading destination for high performance and technical gear, and our continued growth, year in and year out, is evidence of that. We are a household brand name for millions of people – for those who work hard, play hard, or dedicate their life to service. When it comes to gear, OpticsPlanet, Inc. is always the destination.”

Building on OpticsPlanet's status as a destination, the company launched its new blog, [GearExpert](#), earlier this year, with expert reviews and tutorials. OpticsPlanet also offers over 25,000 product reviews written by customers, hundreds of product videos, and thousands of how-to and informational articles.

OpticsPlanet, Inc. is honored to add the Internet Retailer 500 award to the extensive array of awards it has received in the past year. OpticsPlanet, Inc. was recognized not only with numerous industry awards from EOTech, Leupold, Crimson Trace, Yukon and others, but also was recognized as one of the [Top Workplaces in the Chicago](#) area. OpticsPlanet is also a member of the Inc. 5000, a ranking of the nation's fastest growing private companies.

### **About Internet Retailer**

Published by Chicago-based Vertical Web Media LLC, Internet Retailer is a monthly national business magazine that is at the core of an e-commerce conference and four directories that serve the retailing community. The Internet Retailer family of products focuses on the Internet's vital role in a wide array of retailing activities, including Web merchandising, supply chain management and multichannel integration. Its 42,500 subscribers are senior executives primarily from retail chains, independent stores, catalogs, virtual merchants and brand name manufacturers. Internet Retailer's circulation represents the largest multichannel readership base of any retailing magazine

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

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