



OpticsPlanet Ranks as the Nation's Largest Pure Play Internet Retailer for Sporting Goods

OpticsPlanet now dominates the pure play internet retailer arena for sporting goods and ranks in the top five for all sporting goods retailers.

Northbrook, Illinois May 10, 2013 – Year over year growth, along with over twelve years of delighting customers through a huge selection and world class service has led to OpticsPlanet being recognized once more on Internet Retailer's annual Top 500 List. But unlike its last six consecutive appearances on the list this year OpticsPlanet ranks as the number one pure play internet retailer in the sporting goods category. Growth of over 20% in 2012 has also led to OpticsPlanet moving up the overall list of top sporting goods retailers to the number five spot.

In a year of unprecedented growth across the board for online retail, OpticsPlanet still shone brighter than many others, with growth not only of their revenue, but also their brand recognition and status both online and offline. New viral campaigns spread to thousands of websites and garnered recognition from some of the largest media outlets in the nation.

OpticsPlanet's successful online presence led to an increased market share in the social media world as well, which Internet Retailer recognized on another "Top" list, the Social Media Top 300. With social media excellence firmly in hand, OpticsPlanet virally spread news and product launches across the web, from news and tech sites to radio channels, passionately maintained blogs and more. Their [OPMOD Battle Mug](#) found social media fame when released early in 2012, with hundreds of thousands of fans watching the video and sharing the tactical cup with their friends.

In addition to enriching the experience of shoppers, OpticsPlanet invested in core competencies, greatly enhancing service levels and the number of customers reached. With a focus on controlling the entirety of the company's destiny, OpticsPlanet's in-house development teams kept every facet of the business at the cutting edge of online retail, improving and adding to the extensive suite of tools incorporated into a multi-store fully integrated eBusiness platform. The in-house software development and design teams continued working toward integrating more than just product catalogs and shopping carts though, as OpticsPlanet's eBusiness platform also handles order management, content management, email marketing, pricing, merchandising and more for a seamless experience.

The expansion and refinement of their eBusiness platform gives OpticsPlanet the ability to accomplish their next goal, which is tripling their 2012 growth and bringing in revenue in excess of \$200 million.

“Our growth this last year was nothing short of tremendous,” said Mark Levitin, CEO of OpticsPlanet, Inc. “but that’s nothing compared with what’s to come. We’ve been a leading retailer for high performance and technical gear for years, and now people everywhere know us as a destination for high quality how-to guides, informative articles and entertaining viral videos as well. Watch out for us next year as we take over an even greater portion of the online landscape.”

With such rapid growth OpticsPlanet wanted to ensure their customers received more than from any other retailer, so they launched a number of giveaways, including their first ever “Dream Hunt Sweepstakes,” which give one winner a once-in-a-lifetime hunting trip worth over \$10,000.

Customers also benefited from the expansion of Dvor.com, the first members-only site offering flash sales on gear. Membership tripled in 2012, which inspired a greater number of daily sales events with more products in more categories from more brands than ever before. OpticsPlanet, Inc. is working tirelessly to accommodate the surge of interest from vendors and suppliers interested in getting their products featured in front of Dvor’s rapidly growing membership base. With 2013 revenue already exploding, Dvor will play an even greater part in OpticsPlanet’s success moving forward.

OpticsPlanet is honored by their seventh straight inclusion on the Internet Retailer Top 500 list, and looks forward to another year of incredible success and an even higher ranking on the list in 2014.

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 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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