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FOR MORE INFORMATION CONTACT:

Yelena Khavkhalyuk, (847) 513-6193: pr@opticsplanet.com

OpticsPlanet Named as One of America's Top Online Retailers

OpticsPlanet, Inc. continues its impressive growth; ranks 185 on list of Internet Retailer Top500 list

Northbrook, Illinois –May 25, 2010-- OpticsPlanet, Inc., the largest specialized retailer of sport optics, tactical and military gear, microscopes, telescopes, and sunglasses, announced today that it now ranks as the 185th largest online retailer, according to Internet Retailer's 2010 Top 500 Guide. This is the fourth consecutive year the company has been recognized in the guide; rising from 197 in last year's survey of the industry.

"The fact that OpticsPlanet ended 2009 with web sales of \$65.2 million, an increase of 27.3% over the prior year, is testament to their ability to grow in a difficult year for retailing," says Internet Retailer editor-in-chief Kurt Peters. "Moving up 12 places in the rankings demonstrates their Top 500 staying power."

The 2010 edition of *Internet Retailer's* Annual Top 500 Guide, which ranks America's largest online retailers, ranked OpticsPlanet 57th among web only merchants. The guide features some of the most respected and successful eCommerce giants on the internet including Netflix, Zappos, Dell and Newegg.com. The list also includes the web sales of large brick and mortar retailers such as Best Buy, Staples, Office Depot and Wal-Mart.

"This year we are celebrating our 10th anniversary," says OpticsPlanet, Inc. CEO Mark Levitin. "In the past year we launched several new stores and acquired a number of strategic web domains that have contributed to our growth. This year we are staying committed to aggressively growing in our core market segments and by staying true to our no-nonsense business philosophy. A lot of new initiatives are taking place this year in order to further our success, including an introduction of our own OPMOD™ line of products for military, tactical and law-enforcement segments"

Internet Retailer's Top 500 Guide is the definitive report on ecommerce websites. The annual guide features directory profiles and ranks the 500 largest e-retailing businesses based on annual online revenues.

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 1999, OpticsPlanet, Inc. has quickly become one of the world's leading online retailers with targeted niche stores specializing in sport optics, night vision optics, tactical and military gear, binoculars, 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 by *Inc. Magazine* as one of the top 1000 fastest growing companies in the United States.

Media Contact:
Yelena Khavkhalyuk
Marketing Communications Manager
3150 Commercial Ave.
Northbrook, IL 60062
(847) 513-6193

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