



For Immediate Release

OPTICSPLANET RECOGNIZED AS A 2011 TOP WORKPLACE BY CHICAGO TRIBUNE

The Chicago Tribune's Top Workplaces has scoured through Chicago area businesses and determined that OpticsPlanet is one of the best places to work in 2011.

Northbrook, Illinois – November 15, 2011 - OpticsPlanet, Inc. has been named by the Chicago Tribune as one of Chicagoland's top places to work in 2011. Any company with over 50 employees in the Chicago area is eligible for consideration in the Top Workplaces program, but only the best of the best are recognized for the exemplary quality of their work environment.

The process for determining the best places to work began in May, when local companies registered to have their businesses considered. An extensive employee survey served as the primary factor in determining workplace quality and was administered from May through July, and by August companies received their results.

The survey results from the [Chicago Tribune Top Workplace Program](#) showed OpticsPlanet excelling as a great workplace. The work environment allows for a high level of employee growth, with a multitude of opportunities to build new skills and advance in the company. Cultural initiatives, such as their Halloween costume contest and International Day, which celebrates their diverse workforce, have added to the overall enjoyable experience working at the company.

OpticsPlanet employees are able to work on the cutting edge of ecommerce, as the company is one of the largest online retailers in the United States and has initiatives in mobile, social and private sales shopping, in addition to their main presence online at www.OpticsPlanet.com.

Now in their 11th year, OpticsPlanet has taken employee wellbeing into account from the start. Their newest office in Buffalo Grove, IL was designed with a number of features geared toward employee satisfaction, from an employee lounge with massage chairs and a Starbucks coffee bar to plenty of greenery for a more comfortable and natural work environment. OpticsPlanet is ecstatic to be formally recognized as a Top Workplace for the first time, and intends to see their name jump up the list moving forward.

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 500,000 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 2011, the company was recognized for the fifth 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 5000 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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