

## **OpticsPlanet Triumphantly Continues Impressive Revenue Growth as a Top 200 Internet Retailer While Building Towards the Future**

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

**Northbrook, Illinois May 25, 2011**— For the fifth consecutive year, Internet Retailer has recognized [OpticsPlanet](#) as one of the largest online retailers in the United States.

OpticsPlanet, Inc., the largest specialized retailer of sport optics, tactical and military gear, lab/scientific products and sunglasses, continued its rapid growth in 2011 and is the 56<sup>th</sup> largest web-only company in the country.

Other companies may focus on either just short-term or long-term growth, but OpticsPlanet, Inc. demonstrates that you can accomplish both at the same time. Even during a down economy; OpticsPlanet, Inc.'s sales have grown over 113% since 2007. This makes OpticsPlanet not only one of the largest ecommerce companies in the nation, but also one of the fastest growing. Even with these impressive results over the past few years, the company is poised for even greater growth into the future. In the past year OpticsPlanet, Inc. launched the world's first members-only/flash sales site focused on hunting and outdoor gear at [Dvor.com](#). The company will also launch a mobile version of flagship store OpticsPlanet.com, accessible by iPhones, Blackberry and Android phones and tablets, in the coming months.

“For millions of people across the world, OpticsPlanet is a household name. We're on the cutting edge of technology and business strategy. We're active in the mobile, members-only, and social shopping areas that many other companies are working in, but we are also working on even newer technologies too. Everything we do is to better serve the customer, and that is why we are one of the industry leaders.” Pavel Shvartsman, President of OpticsPlanet, Inc. added.

OpticsPlanet, Inc. has already launched two new stores this year – [RangeFinders.com](#) and [GunCases.com](#) – and expects to add and update even more through the end of the year. The company continues to see strong growth in the hunting, military, law enforcement and outdoors fields and also in prescription eyewear and tactical apparel.

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 with numerous industry awards from [Celestron](#), [Viridian](#), Leupold, Surefire, EOTech, Leupold, Yukon, and 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 1999, OpticsPlanet, Inc. has 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, Dvor.com, Microscopes.com, [LabPlanet.com](http://LabPlanet.com), [Shoptics.com](http://Shoptics.com), [Tactical-Store.com](http://Tactical-Store.com), [EyeWearPlanet.com](http://EyeWearPlanet.com), RadarGuns.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.

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