



For Immediate Release

OPTICSPLANET CELEBRATES THEIR TWELFTH ANNIVERSARY WITH A LOOK BACK AT TWELVE YEARS OF SUCCESS

As they pass their twelfth year, OpticsPlanet looks back on their many achievements and forward to their upcoming successes.

Northbrook, Illinois – October 23, 2012 – OpticsPlanet, Inc. (www.OpticsPlanet.com) celebrates twelve years of success and incredible growth with an eye toward the future. Each year has brought new milestones and achievements, and the coming years promise just as much impressive growth. With a portfolio that includes the members-only store, Dvor.com, the tactically-minded Tactical-Store.com, and nine other specialty web stores, OpticsPlanet has established their place as a leading destination for the gear serious enthusiasts and successful professionals need.

In the fall of 2000, OpticsPlanet began with the single goal of becoming the world's biggest and best retailer of gear for those most passionate about their hobbies and careers. From the beginning, the company culture followed this pursuit with a single-minded intensity. Their focus on great customer service, a massive selection and innovative technological growth have guided OpticsPlanet toward becoming a leading destination for gear.

It took only 5 years for OpticsPlanet to reach their 100,000th order. This milestone highlights the growth and variety of their product selection. To accent this growing variety OpticsPlanet expanded their product offering by adding their first ever rifle scope, the [Tasco 3-9x40 World Class Illuminated Reticle Rifle Scope](#). As serving those who serve us has always been a core value, OpticsPlanet began offering tactical gear through both OpticsPlanet.com and their new military and law enforcement-focused site, Tactical-Store.com to better meet the needs of law enforcement and military.

Moving into the tactical and hunting markets provided an immediate boost in sales and growth, enabling OpticsPlanet to look for ever more opportunities to grow. Their entrepreneurial spirit and explosive growth helped inspire another huge feature for OpticsPlanet, the [Brilliance Awards](#). As their inventory had grown significantly in a short number of years, a need developed to help customers single out the best products from the huge number of options available. The Brilliance Awards serve to both honor the best products and brands for their industry leading quality, and give consumers more information to make better buying decisions. Brilliance Award winners feature a seal on their product pages to highlight their success.

With the help of the Brilliance Awards and their growing selection, OpticsPlanet's growth accelerated and by 2009 the company completed their 1,000,000th order. This incredible milestone inspired yet another big step forward - the launch of their own customized line of products, [OPMOD](#). The first

OPMOD product was the [OPMOD EOTech EXPS2 Holographic Weapon Sight](#), which was so popular fans honored it with the most votes for product of the year in 2010's Brilliance Awards. OPMOD has grown significantly from this first holographic weapon sight to include Night Vision, Hearing Protection, Backpacks, Rifle Cases, Binoculars, Spotting Scopes, Tripods and the viral sensation [OPMOD Battle Mug](#), which was featured across the web.

That was just one of the major achievements from 2010 though, as OpticsPlanet saw a chance to develop the world's first private sales store dedicated to gear. [Dvor.com](#) was launched in November of 2010 to great success both in sales and membership numbers. Members spread the word on Dvor's great prices on amazing products, with new sales events starting each and every day.

After launching the Brilliance Awards and Dvor, OpticsPlanet sought a new way to give their customers more of what they crave, so [GearExpert.com](#) was created. GearExpert began as a news source with all the latest industry news and reviews of top gear. The launch toward the end of 2011 was in anticipation of the 2012 SHOT Show in Las Vegas, NV, for which GearExpert had both live coverage and video previews and reviews of all the latest products.

OpticsPlanet has always sought out the very best opportunities to expand and improve their service. They understand that their twelve years of success comes from loyal customers, so as they look forward to new products, greater advancements and more phenomenal success, OpticsPlanet also focuses on the quality of their service and continually expanding their selection to give enthusiasts and professionals everything they want and need.

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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