



3495 Winton Place
Rochester, New York
14623-2818

T: 800.527.3703
P: 585.272.5420
F: 585.272.5427

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Press Contact
Jay Duncan
Vice President, Marketing
jduncan@lasermax.com

LaserMax awards online retail partner Optics Planet at 2017 SHOT Show.

Rochester, NY - January 30, 2017 - Last week at the SHOT Show, the Shooting Industry's largest trade event of the year, LaserMax presented Optics Planet with an award for being the company's online Retailer of the Year. LaserMax presented awards to partners in other sales channels but the top online retailer far and away was Optics Planet.

"Optics Planet is honored to receive this recognition from LaserMax," said Paul Mazzarella, Buyer for Optics Planet. "LaserMax is a wonderful manufacturer and supplier to Optics Planet with unbelievable product offerings. We welcome their support in our efforts to deliver their products to our customers efficiently, which has helped us to achieve this performance award for 2016."

"Optics Planet has been extremely professional and enjoyable to work with," said Russell Datson Director of Retail Sales for LaserMax. "They have helped grow our retail sales channel, and our companies have an incredible working relationship with one another. We are both enthusiastic about a great 2017."

About LaserMax

Now in its 26th year, LaserMax is a leading innovator and designer of premium laser aiming systems with a growing portfolio of significant patents. Specializing in the design and manufacturing of rugged and innovative firearm sighting solutions for military, law enforcement and commercial markets worldwide. The company also delivers premium laser products and optical systems for the semiconductor, aerospace, biomedical and telecommunications industries. LaserMax is an ISO 9001:2008 certified and WOSB 8(m) certified Women-Owned Small Business and has been recognized by Inc. 500|5000 as one of the fastest growing companies in the U.S.

About Optics Planet

Since 2000, Optics Planet is a privately held online retailer of shooting, hunting, military, law enforcement, eyewear and laboratory equipment. The company is headquartered in Northbrook, Illinois, and operates a number of specialized online destinations, as well as its flagship store Optics Planet.

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