## Opterus Announces Version 16.1 of *Store Ops-Center* with New Android Mobile App

**Toronto, Ontario – January 18, 2016** – Opterus Inc., the leading provider of cost-effective, web-based store communications and task management solutions, today announced the release of *Store Ops-Center* (*SOC*) Version 16.1. In this new version, Opterus has launched the *Store Ops-Center* Android App which matches all functionality of the current iOS App. Opterus will showcase the latest version of its *Store Ops-Center* solution at the 2016 National Federation BIG Show in New York City at booth #2776, January 17-19.

"We developed the iOS functionality first because our customers and other retailers told us that operating system was more important to their business, however we soon discovered the Android app was just as significant. Along with introducing the Android App, this new version of Store Ops-Center includes new functionality to both the iOS and Android Apps including document module support, task creation, calendar and events creation, and other editing and filtering options," said Rick Peters, chief product officer, Opterus.

Opterus' *Store Ops-Center* is an intuitive, easy-to-use cloud solution designed specifically for retail to simply and effectively manage and execute store tasks and communications. The solution measures and increases operational compliance, communicates corporate policy, manages day-to-day objectives and tasks and handles issues between corporate office and store locations. A simple and agile solution, *Store Ops-Center* allows for rapid implementation and strong user acceptance.

"At Opterus, it's part of our core philosophy to work with our customers and really listen to develop what they want to see in the solution," said Janet Hawkins, president and CEO, Opterus. "There was a request and substantial need for an Android App and the team delivered. The Android App is just one more piece of our overall mobile strategy along with the iOS App, email integration and mobile web site."

For more information about Opterus, or to meet with the company at NRF 2016, please contact Janet Hawkins, at 519-853-0442 or janet.hawkins@opterus.com.

**About Opterus Inc.**
Opterus Inc. is a leading provider of a cost-effective, easy-to-implement store information and execution management solution that increases productivity and improves retail enterprise communications. Opterus *Store Ops-Center* software is an on-demand, web-based retail portal designed to communicate corporate policy and day-to-day objectives between corporate office and store locations. This solution is specifically designed for retail operations, and provides store personnel with clear, concise and timely direction, along with the proper tools to best do their jobs to support corporate initiatives. Opterus is based in Toronto, Ontario and was founded in 2006 by a group of seasoned retail industry technology veterans.  For additional information about Opterus, please visit http://www.opterus.com.

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