Opterus Announces *Store Ops-Center* Version 16.3

Toronto – November 14, 2016 – Opterus Inc., the leading global provider of cost-effective, web-based store communications and task management solutions, today announced the release of *Store Ops-Center* (*SOC*) Version 16.3. Opterus' *SOC* is an intuitive, easy-to-use cloud solution designed specifically for retail to simplify and effectively manage and execute store tasks and communications.

This new version of *SOC* features:
- An updated dashboard module revamped to support multiple custom dashboards such as Compliance Status, Top News, Quick Links and KPIs
- New "dashlet" types including text and image menus, custom reports and HTML (rich content) areas
- SOC links, to link content from SOC modules together into a dashboard or to create simple links from one item to another (i.e. referencing a knowledge base item directly from a task)
- Dashboard Version Control to allow you to work on a future dashboard before launching it to stores
- Enhanced functionality in the message module, email integrations, forms and issues

"With the new Dashboard options, we were able to transform our home page in less than an hour from a static news page to a page where stores can access reporting, YouTube videos from our recent Summit, one of our social media feeds and more," said Julie Lawler Hoyle, store operations specialist, Pet Supplies Plus. "We look forward to creating additional dashboards for different needs as we get more comfortable with this tool."

"We really like the features in this new release of *Store Ops-Center*," said Justin Moran, retail operations analyst, Next Day Blinds. "Being able to use links to connect different modules in the solution is an awesome way for us to help curate an experience for our users. The new dashboard functionality looks great as well. The solution's new functionality continues to add to an already excellent user experience."

"The dashboard has a new look and feel and links directly to some of the system's existing modules, such as tasks and tickets, making it more interactive," said Rick Peters, chief product officer, Opterus. "In addition to our standard *SOC* dashboards, retailers will also be able to create custom dashboard types. The new functionality makes the solution a more powerful 'one stop shop' for our retailers' operations. We feel that being able to consolidate important information, display it in SOC and having it in a centralized location for all employees to digest is going to be very powerful for retailers."

The *SOC* 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.
For more information about Opterus please contact Janet Hawkins, at 416-840-8495 x707 or
janet.hawkins@opterus.com.

About Opterus Inc.
Opterus Inc. is a leading global 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. Deployed in over 45 countries in 30 different languages, the 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.

Media Contacts:
Janet Hawkins
416-840-8495 x707
Janet.hawkins@opterus.com

Catherine Seeds
Ketner Group PR + Marketing (for Opterus)
512-794-8876
catherine@ketnergroup.com