



**Opterus**  
Simplifying Communications

## **GNC Chooses *Store Ops-Center* Solution from Opterus to Power Store Communications and Operational Execution**

**Toronto – May 22, 2018** – [Opterus](#) Inc., the leading global provider of cost-effective, web-based store communications and task management solutions, today announced that General Nutrition Centers, Inc. (GNC), a retailer devoted exclusively to helping its customers improve the quality of their lives, has chosen the Opterus *Store Ops-Center* for its retail chain of over 4,300 domestic locations.

“Opterus allows our associates to have everything they need in a single place to streamline their operational tasks which allows more time to focus on our number priority, our customers and their wellness journey,” said Jamie Jamieson, Senior Vice President and Chief Information Officer, GNC.

Opterus’ *Store Ops-Center* is an intuitive, multi-modular, easy-to-use cloud solution designed specifically for retailers to 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.

“It has been great working with the GNC, a team that consists of some very experienced, veteran retailers,” said Janet Hawkins, president and CEO, Opterus Inc. “Outside of communication and task functionality, GNC is really taking advantage of the solutions-customized dashboard module to create a true ‘one-stop-shop’ experience for their employees. We are thrilled to have them join the Opterus family.”

For more information about Opterus, please contact Gary Stonell, at 416-884-4924 or [gary.stonell@opterus.com](mailto:gary.stonell@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>.

### **About General Nutrition Centers, Inc.**

GNC Holdings, Inc. (NYSE: GNC) - Headquartered in Pittsburgh, PA - is a leading global specialty health, wellness and performance retailer. GNC connects customers to their best selves by offering a premium assortment of health, wellness and performance products, including protein, performance supplements, weight management supplements, vitamins, herbs and greens, wellness supplements, health and beauty, food and drink and other general merchandise. This assortment features proprietary GNC and nationally recognized third-party brands.

GNC's diversified, multi-channel business model generates revenue from product sales through company-owned retail stores, domestic and international franchise activities, third-party contract manufacturing, e-commerce and corporate partnerships. As of March 31, 2018, GNC had approximately 8,900 locations, of



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which approximately 6,700 retail locations are in the United States (including approximately 2,400 Rite Aid franchise store-within-a-store locations) and franchise operations in approximately 50 countries.

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