



Opterus
Simplifying Communications

Lovesac is Loving the Opterus Store Communications Tool for Operational Execution

Toronto – September 10, 2018 – [Opterus](#) Inc., the leading global provider of cost-effective, web-based store communications and task management solutions, today announced that LoveSac, an American furniture retailer specializing in a patented modular furniture system called Sactionals, has chosen the Opterus *Store Ops-Center* as its centralized communications solution.

“The Lovesac Company was looking for a solution for our retail showrooms that would provide scalable communication, planning and administrative features that met our current needs and would nimbly evolve with us into the future,” said Dave Jensen, CIO, CTO, Lovesac. “Opterus offers that solution on a solid technology platform and has again proven to be a great business partner.”

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.

“I’ve known Dave Jensen for over five years and met him when he worked for J Jill, another great Opterus customer. He was a big part of their decision to go with Opterus there and we are so happy to be working with him again at Lovesac,” said Janet Hawkins, president and CEO, Opterus Inc. “Dave and his team at Lovesac have been able to seamlessly customize *Store Ops-Center* specific to their needs. For example, they did a great job with our dashboard module creating informative and creative content for the stores and are looking forward to benefits they will gain with our audit module. When they launched the solution to the store teams, the feedback was positive, and they are excited to streamline their communications and bring more meaningful, actionable items into store associate’s hands.”

For more information about Opterus, please contact Gary Stonell, at 416-884-4924 or 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 Lovesac

“Based in Stamford, Connecticut, The Lovesac Company is a direct-to-consumer specialty furniture brand with 74 branded showrooms supporting its ecommerce delivery model. Lovesac’s name comes from its original Durafoam filled beanbags called Sacs. The company derives a majority of its current sales from its proprietary platform called Sactionals, a washable, changeable, reconfigurable, and FedEx-shippable solution for large upholstered seating. Founder and CEO, Shawn Nelson’s, “Designed for Life” philosophy emphasizes



Opterus
Simplifying Communications

sustainable products that are built to last a lifetime and designed to evolve with the customer's needs, providing long-term utility and ultimately reducing the amount of furniture discarded into landfills.”

Opterus Media Contacts:

Janet Hawkins

416-840-8495 x707

Janet.hawkins@opterus.com

Catherine Seeds

Ketner Group PR + Marketing

512-794-8876

catherine@ketnergrouppr.com