

GNC Leverages Opterus' OPSCENTER to Drive Field Communications and Support Growth Company Prioritizes Communications with Store Coaches During Critical Time

Toronto, September 8, 2021 – [Opterus, Inc.](#), the leading global provider of cost-effective, web-based store

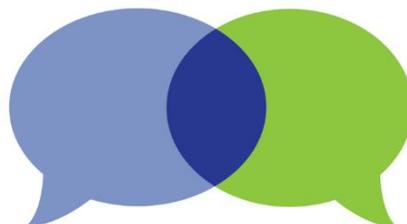
communications and task management solutions has partnered with leading global health and wellness brand [GNC](#) to support the company as it communicated with field leadership and store coaches at a critical time for employees and customers. By utilizing [Opterus' OPSCENTER](#), GNC was able to ensure that field leadership and store teams were receiving critical business communications to drive performance, increase sales, and positively impact employee satisfaction throughout the COVID-19 pandemic.

When the pandemic hit in 2020, GNC saw a surge in new and returning customers who were prioritizing everyday health. Customers were relying on GNC to meet their wellness needs in a time of where public health and safety conditions were rapidly changing, underscoring the importance of efficient communication. With a strong history of supporting everyone's desire to Live Well, GNC wanted to ensure its focus was not only on customers, but employees as well. OPSCENTER assisted GNC in communicating effectively with field leadership and store coaches on a regular basis, with important updates on omnichannel initiatives and training materials. Today, GNC is capitalizing on significant growth opportunities in the health and wellness space by continuously putting themselves where consumers are, from improved store experiences to new omnichannel offerings.

"Communication is a key component of success in any organization, and as we continued to roll out initiatives, we relied heavily on OPSCENTER to help us disseminate the information to stores and field leaders. With the help of OPSCENTER, we have a tool that allows us to target specific stores for communications and give field leaders visibility into where they need to focus or follow up," said Nate Frazier, EVP, Chief Operating Officer at GNC. "Today, we are a stronger and more nimble business and have the right strategies in place in order to thrive in a category that is experiencing explosive growth. Stores remain a key component of GNC's business strategy and store coaches are one of our greatest assets. The tailored recommendations they provide for consumers to meet their wellness goals are the reason that people choose to shop GNC time and time again, and that is why we continue to invest in them and the technologies they use."

"It has been great partnering with the GNC and its team of very experienced, veteran retailers," said Janet Hawkins, President, and CEO, Opterus Inc. "GNC is really optimizing our full suite of offerings to continue to be agile in the dynamic retail space. From customized dashboards to two-way communications, they are creating a true 'one-stop-shop' experience for their employees. We look forward to many more years in partnership with GNC."

To learn more about Opterus and its offerings, visit www.opterus.com.



About Opterus

Opterus' objective is to become a leading technology provider to the global retail market offering real value to its customers. Customer satisfaction and loyalty are a must. Opterus is run with integrity and a strong commitment to its purpose and customers. The company's philosophy includes creating a quality solution that has immediate value for customers. To learn more, visit www.opterus.com.

About GNC

GNC is a leading global health and wellness brand that provides high-quality science-based products and solutions consumers need to live mighty, live fit, and live well. The brand touches consumers worldwide by providing its products and services through company-owned retail locations, domestic and international franchise locations, digital commerce, and strong wholesale, and retail partnerships across the globe. GNC's diversified, multi-channel business model has a worldwide reach and a well-recognized trusted brand. By combining exceptional innovation, product development capabilities, and an extensive global distribution network, GNC manages a best-in-class product portfolio. To learn more, visit www.gnc.com.