



Next Day Blinds Chooses Opterus to Provide Centralized Communication and Task Management

Toronto, Ontario – January 18, 2016 – [Opterus](#) Inc., the leading provider of cost-effective, web-based store communications and task management solutions, today announced that Next Day Blinds, a leading source for custom window coverings, has chosen Opterus' *Store Ops-Center* as their communications and task management solution.

"I was familiar with Opterus because the company I worked for previously implemented the solution," said Allison Siegel, Chief Revenue Officer, Next Day Blinds. "Opterus has a proven ability to help retailers with execution, communication and compliance. I am confident the solution will help us increase our efficiencies, productivity and drive sales."

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.

"We are happy to welcome Next Day Blinds to the growing Opterus community." said Robert Gardner, head of business development, Opterus. "*Store Ops-Center* is an intuitive, functionally rich, true cloud-based solution that has been designed to fit the needs of any retailer, of any size, in any vertical."

For more information about Opterus, please contact Janet Hawkins, at 519-853-0442 or janet.hawkins@opterus.com.

About Next Day Blinds

Next Day Blinds was started in 1993 with one simple idea: to bring people premium-quality, fully custom window coverings in days instead of weeks—at competitive, factory-direct prices. Over the years, our neighbors throughout the Washington–Baltimore area have embraced our "Quality Crafted Locally" approach and made Next Day Blinds their favorite window covering experts. Next Day Blinds continues to offer a combination of advantages unavailable anywhere else. Learn more about the Next Day Blinds difference at NextDayBlinds.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>.

Media Contacts:

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

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