



Opterus Customers Lindt Chocolate and Under Armour Win Store Operations Superstar Awards from Retail TouchPoints

*Lindt Chocolate wins gold for workforce management,
Under Armour wins gold for internal operations*

TORONTO - November 20, 2017 – [Retail TouchPoints](#) today announced that Lindt Chocolate and Under Armour are winners of its Store Operations Superstar Awards, recognizing 10 companies that have implemented the most innovative, successful store operations strategies. This year the winners fall into six categories: digital innovation, loss prevention, customer engagement, workforce management, store format innovation and internal operations.

Lindt Chocolate was recognized for excellence in workforce management, as they optimized workforce compliance and eliminated numerous file and record redundancies. Through [Opterus' Store Ops-Center](#), Lindt Chocolate has improved communication strategy, timing and effectiveness throughout its store base.

Under Armour was awarded for its leading initiatives in internal operations, streamlining their field communications. Through the use of the Opterus' *Store Ops-Center* platform, Under Armour's field teams can be held more accountable as they are more aware of the overall company business direction.

“We're excited that our clients have been recognized for the success of their store operations,” said Janet Hawkins, President and CEO of Opterus. “Empowering staff and managers with simple and effective ways to support their company's retail strategy is always our goal.”

A complete description of the winners of the 2017 Store Operations Superstar Awards can be found [here](#).

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* is an intuitive, multi modular, cloud solution designed specifically for retail to simply and effectively manage and execute store tasks and communications. 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 www.opterus.com

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