



NOC Recognized as Top 100 Retailer by *Outdoor USA Magazine*

Bryson City, N.C. (September 4, 2014)— Nantahala Outdoor Center (NOC) is named one of the Top 100 outdoor specialty retailers in the United States in the September issue of *Outdoor USA Magazine*. The magazine's list of Top 100 Retailers recognizes the leading independent, outdoor specialty retail businesses for their outstanding work and entrepreneurial drive. NOC's nomination was provided by an industry peer, either a leading brand or distributor.

NOC is already recognized as “one of the best outfitters on earth” by *National Geographic Adventure*. In total NOC has 10 retail locations: two LEED-certified flagship stores in Bryson City, NC, and Gatlinburg, TN; a boutique-style store inside Asheville's legendary Grove Park Inn; 5 outpost stores and 2 adventure centers. The mission of all locations is to provide guests the gear, equipment, advice and guidance they need to enjoy the great outdoors—in other words, a retail-plus experience.

With all stores situated near premier recreational sites, NOC's staff is trained to help guests find the best gear for nearby outdoor adventures. NOC's retail guides all participate in outdoor activities and have an insider's perspective, whether it's for a high-adrenaline whitewater experience or a casual walk in the woods. All stores also boast an “adventure concierge” who helps visitors plan appropriate outdoor adventures; these range from extended do-it-yourself wilderness trips to half-day outings with NOC guides.

“The independent specialty retail channel is essential to building engaged outdoor and active lifestyle communities,” said Raimondo Forlin, publisher of *Outdoor USA Magazine*. “Specialty retailers also play a key role in fostering product innovation and brand authenticity because in this channel is where new products, new brands and technologies earn credibility with the consumer. We are happy to honor the stores that are setting the bar for success.”

A special section of the September issue of *Outdoor USA Magazine* will be dedicated to the Top 100 Retailers. The feature will include key information on each store. To learn more about the Top 100, visit odrmag.com/top100.