

GNC Partners with ePath Learning to Deliver State-of-the-Art Employee Training and Development

January 8, 2018, New London, CT – ePath Learning Inc., an industry leader in cloud-based learning management technology, announced today that GNC, a world-renowned retailer of specialty health, wellness and performance products, selected ePath Learning ASAP, an award-winning LMS platform, to deliver GNC's new state-of-the-art employee training and development programs. GNC will train employees in well over 9,000 retail, franchise, and distribution locations spanning across more than 50 countries.

Joe Gorman, EVP of Operations at GNC, said "Launching our learning management system with ePath has been a huge leap for training at GNC. With today's millennial workforce we know that it is critical to provide information in the manner in which they are consuming other media, and believe this partnership will help us to deliver training more quickly and in a more relevant format to our associates. We know that this is just the beginning, and are excited to continue to grow our program around the globe with a consistent message for everyone from our part-time associate to our leadership team."

Donna Lord, VP, Marketing and Product Management at ePath Learning, said "We've come to understand the challenges that many retailers face when developing staff. A large part of retail success comes down to how knowledgeable employees are in the products and services they're selling and how well those employees engage with their customers. Learning management technology plays a powerful role in making employee development faster, more engaging, relevant, and convenient. We're excited to support GNC with their employee development initiatives and look forward to celebrating many years of training success together."

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About ePath Learning:

ePath Learning develops innovative, world-class software applications that improve training and human performance for organizations. Its portfolio of learning services includes cloud-based learning portals, social collaboration technology, and custom eLearning development services. For more information, call us today at 860-444-8090, or go online to www.ePathLearning.com. ePath Learning is a registered trademark and ePath Learning ASAP is a service mark of ePath Learning, Inc.



ePath Learning | 300 State Street
Suite 400 | New London | CT 06320
860.444.7900 | www.ePathLearning.com

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About GNC:

GNC Holdings, Inc. (NYSE: GNC) - headquartered in Pittsburgh, PA - is a leading global specialty health, wellness and performance retailer.

GNC connects customers to their best selves by offering a premium assortment of health, wellness and performance products, including protein, performance supplements, weight management supplements, vitamins, herbs and greens, wellness supplements, health and beauty, food and drink and other general merchandise. This assortment features proprietary GNC and nationally recognized third-party brands.

GNC's diversified, multi-channel business model generates revenue from product sales through company-owned retail stores, domestic and international franchise activities, third-party contract manufacturing, e-commerce and corporate partnerships. As of September 30, 2017, GNC had approximately 9,000 locations, of which approximately 6,800 retail locations are in the United States (including approximately 2,400 Rite Aid franchise store-within-a-store locations) and franchise operations in approximately 50 countries.

ePath Learning Contact Information:

Susan Distasio
Marketing Manager
(860) 444-6989 x46
sdistasio@epathlearning.com

GNC Contact Information:

Laura Brophy
Marketcom PR
212-537-5177, ext. 2