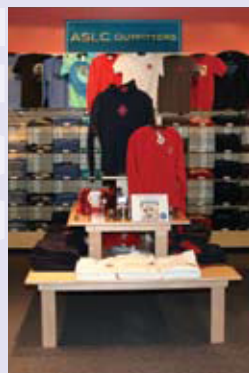


# Delivering Retail Results



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C O M P A N Y  
RETAIL OUTSOURCE PARTNER

Maximizing Revenue  
Through Innovation, Service & Value

In 2006 a partnership was formed between Wildlife Trading Company and the Alaska SeaLife Center. A partnership based on trust, loyalty and the commitment to bring the very best retail operation to Alaska. After a brief transition period, WTC has renovated, expanded retail space and created an industry leading gift shop. The experienced staff, innovative concepts and merchandising techniques of WTC have delivered impressive results.

The NEW Discovery Shop at the Alaska SeaLife Center is not only visually attractive but it is out performing prior year per capita by 37 percent, a testament to the WTC philosophy of investing in operations, to drive sales and increase revenue for partner institutions.



In addition to proper retail design and layout, the "right products at the right price" are an essential piece to a successful retail puzzle. Collaboratively WTC's Purchasing, Product Development, and Merchandising departments along with local managers work together in determining which products appeal to guests, how they should be presented and what products must be developed to drive sales.

Featured are two branded product lines that were created for the SeaLife Center. The Rescue line was created in 2006, branding the Alaska SeaLife Center with their wildlife conservation and rehabilitation efforts. In 2007 the Seward Sliver line was developed in conjunction with the opening of a new salmon exhibit.

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## Partnerships

Selective institutions select Wildlife Trading Company



**What makes WTC different?**

- Philosophy of driving sales, not cutting cost to increase partners revenue
- Compelling, well-lit, engaging store designs
- Featuring quality, mission and exhibit related products
- Willingness to make major capital investments
- Innovative retail concepts
- Operate as a local company with corporate support
- WTC has *never lost a client*
- Delivering results, creating long term partnerships
- In-house Product Development department
- Greater variety of products capturing all guests
- Qualified experience retail management team in place at each location



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**Delivering Retail Results**



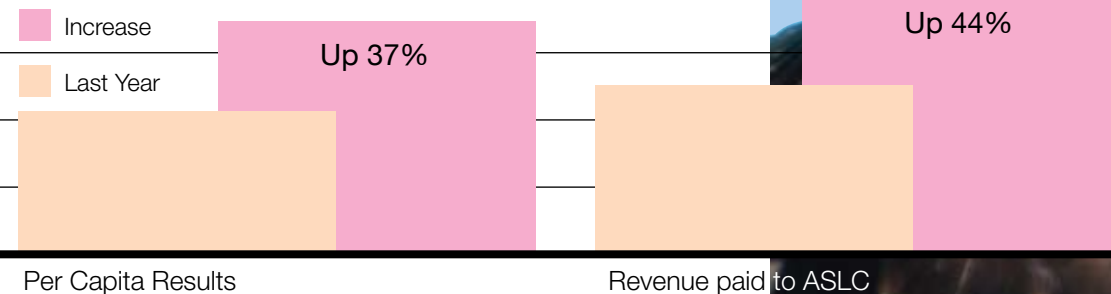
“Working with Wildlife Trading Company has been a pleasure. They define a company that shuns the one-size-fits-all corporate model that would be terribly unsuccessful in business and business relationships in Alaska.

They are good people to work with—professional, strong in business practices, honest, and direct. We can and do talk frequently, and there has always been a direct line to both Gerry and James, who have demonstrated to me that they take a personal interest in the success of our operation. I would highly recommend WTC as an outsource retail partner to any institution.”

—Tylan Schrock, Executive Director



**Performance of the New Shop**



*Maximizing Revenue  
Through Innovation, Service & Value*