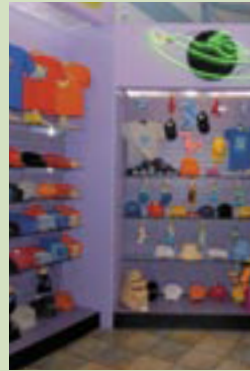


# The Difference in Retail



wildlife trading

Under the Leadership of Gerry Ward

**wildlife trading**  
C O M P A N Y  
RETAIL OUTSOURCE PARTNER

Maximizing Revenue  
Through Innovation, Service & Value



## Noticing the Difference



## Wildlife Trading Company Now Partnering with The Living Desert

The Living Desert Zoo and Garden is the only American zoo and garden dedicated solely to interpreting and conserving the deserts of the world and is the only zoological and botanical park specializing in just one entire ecosystem. The organization is dedicated to preserving plant and animal life of deserts by educating the public through interpretive exhibits, programs and publications.

The Living Desert chose a long term partnership with WTC, due to our history of driving sales, superior store designs and the assurance of a positive retail operation complimenting The Living Desert's mission and vision.

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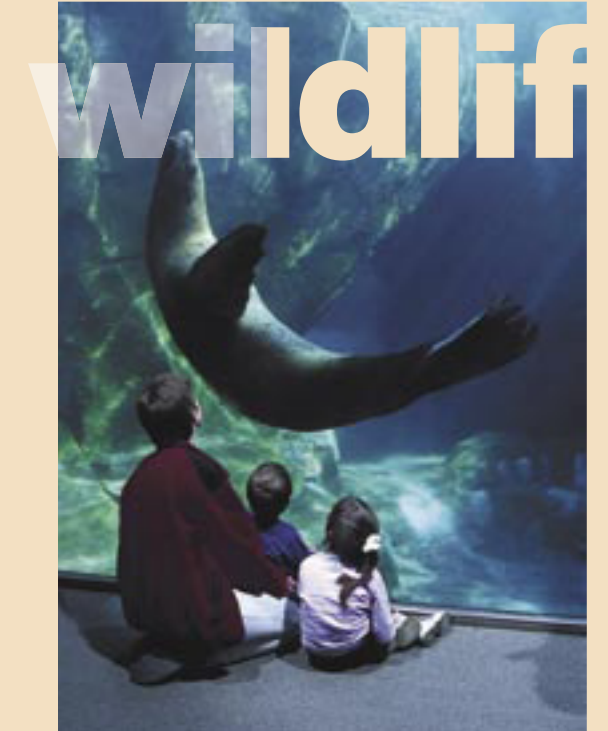
**wildlife trading**  
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RETAIL OUTSOURCE PARTNER

6 Trowbridge Drive  
Bethel, CT 06801-2858

Wildlife Trading Company will be attending the AZA Annual Conference September 25th-30th in Tampa, FL. During this time, WTC will be available to discuss retail operations and the benefits WTC can offer your institution. Please contact us at 203-797-8818 to schedule.

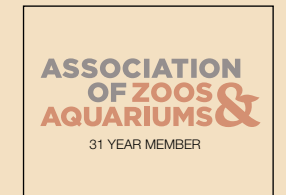
Mailing Label

Postage



### 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
- Ability to make major capital investments to operations
- Experience and expertise in retail that will visually improve your operation and its performance
- Innovative retail concepts
- Operate as a local company with corporate support
- WTC has *never lost a client*
- Delivering results, creating long term partnerships



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RETAIL OUTSOURCE PARTNER



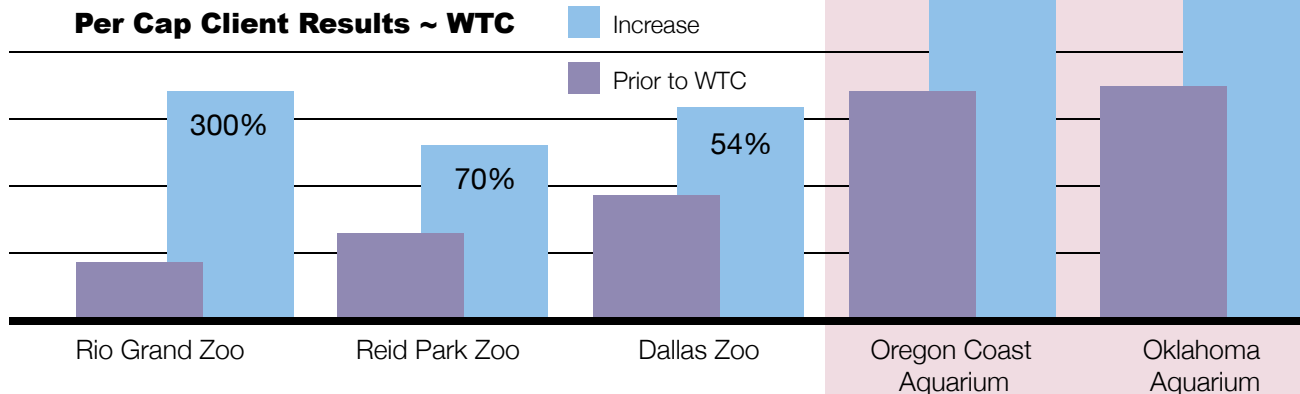
**The Difference in Retail**



trading



**Per Cap Client Results ~ WTC**



*Maximizing Revenue  
Through Innovation, Service & Value*