



NOC NEWS RELEASE

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For Immediate Release

NOC OPENS LEED-CERTIFIED RETAIL ATTRACTION AT GATEWAY TO NATIONAL PARK

WESSER, NC (January 19, 2010)—Nantahala Outdoor Center opens its new LEED-certified experiential retail environment in Gatlinburg, TN Easter weekend, April 3–4. A \$4 million project, NOC's Great Outpost will become the largest retail store and newest attraction on the Gatlinburg strip, adjacent to the Great Smoky Mountains National Park entrance.

NOC's Great Outpost occupies an anchor position in Gatlinburg's downtown strip, one of the most heavily visited destinations in the Southeast hosting an estimated 14 million visitors annually. Sharing a border with the nation's most visited national park, the Great Outpost has applied for LEED certification from the U.S. Green Building Council (USGBC), becoming the first green family attraction of its kind in Gatlinburg and Sevier County.

Aiming to become Gatlinburg's outdoor activity hub, NOC's Great Outpost will offer affordable, family-oriented outings in and around the national park like whitewater rafting, kayaking, guided fishing, hiking and nature tours. Additionally, this outdoor concierge service will provide assistance and information for visitors planning their own adventures in the park. Interactive exhibits on the region help connect guests with local volunteer clubs that protect the Smokies. The Great Outpost also houses free attractions including a 25-foot climbing wall, a swinging rope bridge and a "bear den" play area for kids. Stocked with a selection of outdoor apparel and gear from The North Face, Columbia, Teva and more, the store also features the largest selection of Smoky Mountain souvenirs in Gatlinburg.

"Our most important return on investment is encouraging more area visitors, especially young people, to recreate in and to have a green visit to the Smokies," says NOC CEO Sutton Bacon. "We're also hopeful that Gatlinburg's many return visitors will find this new attraction a welcome addition to their Smokies experience."

Each year, NOC is visited by more than half a million guests and contributes nearly \$48 million to the economy of western NC—where the company is based—making it the nation's largest outfitter. NOC plans a soft opening for the Great Outpost in March, followed by a grand opening Easter weekend, timed to coincide with the seasonal start-up of the company's outdoor offerings. As early as the grand opening, guests will be able to raft the Class III-IV Pigeon River along the eastern border of the Great Smoky Mountains National Park, among other outdoor adventures.

Quick Facts About NOC's Great Outpost

Floor Space	18,000 square feet
General Manager	Lori Ennis
Physical Address	1138 Parkway, Gatlinburg, TN (adjacent to the Great Smoky Mountains National Park entrance)
New Employees	55
Parking	Free
Grand Opening	April 3-4, 2010 (Easter weekend)
Brands Carried	The North Face, Marmot, Patagonia, Columbia, Teva, Outdoor Research, Keen Footwear, Lafuma, Smartwool, Prana, Sierra Designs, Mountain Hardwear, Merrell, Life is Good and many more.

Online Resources

[NOC's Great Outpost](#)
[Nantahala Outdoor Center](#)

Nantahala Outdoor Center is the nation's largest outdoor recreation company. Over a half million guests visit NOC annually to embark on a diverse collection of more than 80 different whitewater rafting and land-based itineraries and shop at its flagship retail stores or enjoy NOC's resort amenities such as its four restaurants and multi-tiered lodging. A privately-held, employee-owned company, NOC is one of the largest employers in western North Carolina and 22 Olympians and Olympic coaches have called NOC home. NOC has been recently recognized by The New York Times as the "Nation's Premiere Paddling School," "The Best Place to Learn" by Outside, and as "One of the Best Outfitters on Earth" by National Geographic ADVENTURE. For more information, please visit www.noc.com, or call NOC's Media Contact Barbra Rodichok @ (800) 232-7238 ext. 7185.

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