



T R A I N I N G F O R I N T E R V E N T I O N P R O C E D U R E S

For Immediate Release

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Health Communications Announces 2007 Alcohol Responsibility Conference

ARLINGTON, Virginia – October 3, 2006 - Health Communications, Inc (HCI) today announced their 2007 Annual Alcohol Responsibility Conference. Hosted by the founders of the TIPS Program, the conference will be the first to address the issue of responsible alcohol consumption from virtually every aspect of the community. The Annual Alcohol Responsibility Conference is unique in that it brings together all aspects of the community involved in or impacted by alcohol misuse, and focuses on comprehensive strategies for not only preventing misuse, but promoting responsible consumption.

Attendees at the conference will represent every aspect of communities interested in responsible alcohol consumption: alcohol responsibility trainers, law enforcement, insurance companies, state and local regulators, human resources professionals, risk managers, food & beverage managers, corporate executives, liquor liability attorneys, and alcohol servers, sellers, and consumers. No other conference offers such a unique opportunity for these groups to interact and network with one another.

Marcia Baldwin, Program Director and Content Manager, notes that “Customers, community partners, and other representatives in the alcohol and hospitality industry have been asking us to put together a conference for years. Alcohol Responsibility is not a new concept, but bringing together all the people who represent different facets of the community is unique. This conference is an unprecedented event, purposefully designed to create a forum for all perspectives.”

The two-day conference will offer over 40 thought-provoking sessions. The topics range from best practices to evaluating legislative effectiveness to how-to workshops for implementing training, policies and community coalitions. “While the majority of people consume alcohol responsibly, society is still plagued with alcohol-related lawsuits, tragedies, and injuries. This conference will bring together individuals who are true believers in creating a society where alcohol is consumed responsibly and equip them with tools for making a difference in this area,” said Adam Chafetz, President & CEO of Health Communications.

The conference will take place in Baltimore, Maryland at the acclaimed Baltimore Marriott Waterfront hotel on August 22-24, 2007. Early registrations are now being accepted at a discounted fee of \$399 per person. For more information and/or to register, please visit <http://www.gettips.com/AARC/index.html>.

About Health Communications, Inc.

Health Communications, Inc. (HCI) was founded in 1982 by Dr. Morris Chafetz, founding director of the National Institute of Alcohol Abuse and Alcoholism. HCI is a nationally recognized expert in the field of alcohol server training. Its flagship program, TIPS, was the first of its kind and continues to set industry standards for this type of training. Numerous public officials and government agencies have recognized and endorsed TIPS training as life-saving and critical to the progress made in reducing alcohol-related injuries and deaths. Proven effective by third-party studies, TIPS is a skills-based training program that is designed to prevent intoxication, underage drinking, and drunk driving. TIPS offers seven programs that address the unique environments where alcohol is served, sold, and consumed, including On Premise, Off Premise, Concessions, Gaming, University, Seniors, and Workplace.