



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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Online Alcohol Server Training Program Approved by the Louisiana ATC

Arlington, Virginia – January 21, 2014 – Health Communications, Inc. (HCI) today announced that eTIPS On Premise - Louisiana, an online responsible alcohol training and certification program, was approved by the Louisiana Office of Alcohol and Tobacco Control (ATC). Louisiana law requires servers of alcohol to complete a Responsible Vendor (RV) class and obtain an RV Server Permit within 45 days of employment. With the ATC's approval of eTIPS On Premise - Louisiana, servers can now earn the required alcohol server training permits online as well as through the TIPS for On Premise classroom course.

Since the launch of the Louisiana Responsible Vendor Program in 1997, TIPS has trained and permitted thousands of servers in responsible alcohol service in Louisiana. TIPS helps Louisiana licensees comply with jurisdiction-specific liquor laws, and teaches strategies to ensure responsible alcohol service and prevent illegal alcohol sales to underage and/or intoxicated guests. Additionally, this program can help Louisiana alcohol licensees reduce exposure to alcohol liability lawsuits, lower insurance rates, and improved customer satisfaction.

The eTIPS program is a self-paced, innovative approach to alcohol server training. It allows participants to obtain practical and valuable training anywhere and at any time. Currently, eTIPS is available for On Premise, Off Premise, and Gaming. eTIPS On Premise - Louisiana is customized to deliver information on the laws and regulations unique to Louisiana and its parishes. Through interactive lessons, scenarios and quizzes, eTIPS On Premise - Louisiana gives servers the knowledge and confidence they need to recognize potential alcohol-related problems and teaches them to effectively intervene to prevent alcohol-related tragedies.

Health Communications, Inc. is the provider of the country's leading alcohol server training program. Over the past 30 years HCI has certified over 3.5 million participants worldwide in the TIPS (Training for Intervention Procedures) program. TIPS is a skills-based training program designed to prevent intoxication, underage drinking and drunk driving. With the addition of eTIPS, that quality training is now available both in the classroom and online. To learn more, visit the www.gettips.com.