TRAINING FOR INTERVENTION PROCEDURES

For Immediate Release

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Washington State Liquor Control Board Approves Online Alcohol Server Training Program

Arlington, Virginia – February 9, 2012 - Health Communications, Inc. (HCI) today announced that eTIPS On Premise, an online training and certification program for alcohol servers, was approved by the Washington State Liquor Control Board (WSLCB) as part of the state's Mandatory Alcohol Server Training (MAST) program. In the state of Washington, MAST is required by law for managers, bartenders, and other employees who serve alcohol or supervise the sale of alcohol for consumption on the premises at liquor licensed establishments. The MAST permit is required within 60 days of hire and is issued to those who successfully complete a MAST class and exam. MAST is offered exclusively by WSLCB-certified providers, through either an online format or through classroom training.

eTIPS On Premise gives servers the knowledge and confidence they need to recognize potential alcohol-related problems and trains them to effectively intervene to prevent alcohol-related tragedies. In addition, eTIPS On Premise is tailored to deliver information about Washington laws and regulations. After viewing thought-provoking video clips and demonstrating their understanding of class concepts, participants are able to assess the needs of their guests and determine whether or not they may serve alcohol to them within the law. The final section of the course challenges participants by having them apply intervention strategies learned from previous exercises. Participants must also complete an examination at the end of the course.

The eTIPS course is a self-paced, innovative approach to alcohol server training. It allows participants to obtain practical and valuable training anywhere and at any time. Most importantly, this new tool will provide Washington licensed establishments with reduced exposure to alcohol liability lawsuits, lower insurance rates, and a convenient means to comply with Washington State law.

By means of video streaming and top-shelf technology, the eTIPS user participates in a lively, interactive, and effective experience. The course, first introduced in 2005, has exceeded expectations for eLearning. eTIPS can be delivered on a wide range of computers, but HCI controls the participant experience and provides technical support to address problems directly. "I was concerned that we would lose the human element with an eLearning course, but eTIPS effectively trains servers and sellers to assess alcohol-related situations and intervene to prevent alcohol-related problems. I was very pleased with the level of interactivity," remarked Adam Chafetz, President and CEO of Health Communications.

Health Communications, Inc. is the provider of the country's leading alcohol server training program. Over the past 25 years HCI has TIPS-certified 45,000 trainers and more than three million servers, sellers, and consumers worldwide. With the addition of eTIPS, that quality training is now available both through the classroom and via the web. To learn more, visit the TIPS web site at http://www.gettips.com.