



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

Press Release

TIPS Launches New Online Alcohol Training Program for Grocery, Convenience and Package Stores

ARLINGTON, VA – August 29, 2012 - Health Communications, Inc. (HCI) today announced the release of eTIPS Off Premise 2.0, a new and improved version of its online training and certification program specifically designed for clerks, cashiers, and managers of grocery, convenience, and package stores. Over 135,000 servers and sellers have been certified in eTIPS since HCI released the online version of its program in late 2005. eTIPS Off Premise 2.0 improves the overall online student experience through a new state of the art user interface, better testing, new features, and improved content.

eTIPS 2.0 participants view thought-provoking video clips and are asked to assess the needs of the customers from both a legal and alcohol-related perspective. The course provides participants with strategies for preventing alcohol sales to underage and/or intoxicated customers. The primary goal of the program is to build skills, instill confidence, and empower cashiers and clerks to step in to situations and ensure that alcohol is sold responsibly and legally. Employees and managers who participate are able to prevent sales to minors, recognize signs of intoxication, effectively intervene to prevent problem situations, and handle refusal situations with greater confidence. In addition, eTIPS Off Premise 2.0 is tailored to cover laws and regulations in the specific state where the participant wants to be certified. The last section of the course challenges participants by having them apply intervention information that they learned in previous exercises. At the conclusion of the course, participants take an exam that they must pass to become certified.

eTIPS training is a self-paced, innovative approach to alcohol training. The course allows alcohol sellers to obtain the training anywhere, anytime. "It is imperative that operators keep their customers safe, while protecting their employees, stores, and franchises from lawsuits. By certifying their employees through eTIPS, store owners are proactively taking measures to prevent underage sales, drunk driving, and intoxication. In addition, stores will improve customer service and demonstrate to the community that they are in the forefront when it comes to preventing alcohol sales to underage or intoxicated customers," remarked Adam Chafetz, President and CEO of Health Communications.

In 30 years, HCI has certified over 3 million servers worldwide in the TIPS program. There are TIPS-certified people in all 50 states plus the District of Columbia and over 40 foreign countries. TIPS (Training for Intervention ProcedureS) is a classroom-based training program that gives servers and sellers of alcohol the knowledge and confidence they need to recognize potential alcohol-related problems, and teaches them how to effectively intervene to prevent alcohol-related tragedies. With eTIPS, that quality training is now available in both the classroom and online. To learn more about eTIPS, visit www.gettips.com/eTIPS.shtml.