



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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Sheetz® , Inc. Receives Responsible Alcohol Training Award

ARLINGTON, Virginia – August 22, 2012 – Health Communications, Inc. (HCI), the providers of the TIPS (Training for Intervention ProcedureS) Program, is pleased to announce that Sheetz, Inc. based in Altoona, Pennsylvania has been awarded the 2012 TIPS Award of Excellence. This is an award bestowed by Health Communication’s President & CEO, Adam Chafetz, and is chosen by an internal committee based on both volume of employees certified and feedback from TIPS Trainers and student participants.

While nine (9) other companies received the award in 2012; Sheetz was the only recipient operating in both the On and Off Premise market. According to Mr. Chafetz, “By having certified over 22,000 employees in the TIPS program, Sheetz continually demonstrates their commitment to both their customers and communities that they operate in.”

The TIPS for Off Premise Program is specifically targeted towards grocery stores, convenience stores, and liquor stores. The three-hour classroom session provides participants with strategies for preventing alcohol sales to underage and/or intoxicated patrons. 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.

About Health Communications, Inc.

Health Communications, Inc. (HCI) was founded in 1982 by Dr. Morris Chafetz, founding director of the National Institute on Alcohol Abuse and Alcoholism. Located in the Washington, DC metropolitan area, HCI is a nationally recognized expert in the field of alcohol 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. More information is available at www.gettips.com.

About Sheetz, Inc.

Sheetz, Inc., established in 1952 in Altoona, Pennsylvania, is one of America’s fastest growing family-owned and operated convenience restaurant chains, with more than \$5 billion in annual revenue and more than 15,000 employees. The company operates 428 locations throughout Pennsylvania, North Carolina, Maryland, Virginia, Ohio and West Virginia. Sheetz provides an award-winning menu of M•T•O® subs, sandwiches and salads, which are ordered through unique touch-screen order point terminals. Sheetz currently ranks on the Best Places to Work list in North Carolina, Ohio and Virginia, and has been on the list in Pennsylvania for ten consecutive years. All Sheetz convenience restaurants are open 24 hours a day, 365 days a year.