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## PRESS RELEASE

FOR IMMEDIATE RELEASE

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FORT WASHINGTON, PA - Chief Operating Officer Kevin Kissling announced that Jason Scarpello has been selected as Creative Director for Eastern National. The Creative Director, a newly created position, will be responsible for Eastern National's design, product development, marketing, e-commerce, and publishing programs. Jason will start in this position on March 9, 2015.

Jason is a graduate of Pennsylvania State University and lives in Skippack, PA. Since 2008 he has worked for The Institutes (the Insurance Institute of America and the American Institute for Chartered Property-Casualty Underwriters), in Malvern, PA, as Director of Print Products and Editorial Services. His responsibilities included working with teams of editors, designers, content developers, production staff, and inventory-support specialists to develop educational study materials, marketing materials, social media, assessments, research reports, and other communications.

Jason worked for Eastern National from 1998 through 2007 as Publications Manager, helping to launch the eParks.com website, the America's National Parks Collectors Series, the ANP Scrapbook Series, the Passport Explorer and Companion Guides, and the NPS Arrowhead and VIP product lines. Prior to working for Eastern National, Jason was Advertising & Production Manager for The Chestnut Hill Local newspaper in Chestnut Hill, PA.

"I am looking forward to be working again with Jason" said Kevin Kissling. "Jason believes strongly in Eastern National's mission to educate visitors to America's national parks and public lands. That, coupled with his experience in creative design and marketing, will help us to better connect with park visitors."