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PRESS RELEASE

Eastern National Announces New Position; Appoints New Regional Manager in Southern Region

FORT WASHINGTON, PA, May 1, 2015: Eastern National is proud to announce that Ethel Austin has been selected as Operations Support Assistant, a new position that will focus on special projects throughout the company, providing support for new store openings, special events, and management development. A 32-year veteran of Eastern National, Ms. Austin will continue to be based in Mississippi. This position will be effective on May 2, 2015.

Helena Adcock has been selected as Regional Manager of Eastern National's Southern Region. Beginning May 30, 2015, she will be responsible for 29 stores in 15 parks that are located in western Florida, Mississippi, Arkansas, Tennessee, and Kansas. Previously, she had served as Unit Manager of Eastern National stores at Castillo de San Marcos National Monument and Fort Matanzas National Monument, and as the Assistant Regional Manager for the Southern Region. Ms. Adcock will be based in Magee, Mississippi.

"I am very excited to announce the new direction that both Ethel and Helena will be taking in their new roles," said Megan Cartwright, Director of Retail for Eastern National. "Ethel's valuable experience and job knowledge will benefit the entire company as she works on special projects to support the daily operation of many of our stores. In addition, Helena will bring new ideas for training and development that will support the growth of the Southern Region. We look forward to continuing our long and rewarding working relationship with both Helena and Ethel."

Sites managed by the National Park Service that are part of Eastern National's Southern Region include Arkansas Post National Memorial, Buffalo National River, Fort Smith National Historic Site, Gulf Islands National Seashore, Homestead National Monument of America, Hot Springs National Park, Natchez National Historical Park, Natchez Trace Parkway, Ozark National Scenic Riverways, Pea Ridge National Military Park, Shiloh National Military Park, Tallgrass Prairie National Preserve, Vicksburg National Military Park, and Wilson's Creek National Battlefield. One site managed by the U.S. Army Corps of Engineers, the Jamie L. Whitten Historical Center, is also included in Eastern National's Southern Region.

Eastern National, a not-for-profit cooperating association, promotes the public's understanding and support of America's national parks and other public trust partners by providing quality educational experiences, products, and services. Since 1947, Eastern National has donated over \$105 million to the National Park Service in the form of direct donations and grants that support vital educational and interpretive programs in America's national parks.

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