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PRESS RELEASE

Eastern National and Finley-Holiday Films Team up to Produce National Parks Video Bundle

FORT WASHINGTON, PA, July 29, 2013: In preparation for the upcoming centennial of the National Park Service in 2016, Eastern National is proud to announce the release of a new product bundle. It contains the popular Passport To Your National Parks® book and a new, full length video from Finley- Holiday Films, *America's National Parks*, produced in association with the Passport To Your National Parks® program.

The video includes both DVD and Blu-Ray formats, and a digital version. It profiles many national park sites, from Arches to Zion. Filmed in high definition, this video showcases stunning imagery from some of America's most iconic parks, and describes some of the many experiences visitors have when visiting the parks. National park rangers, such as Shelton Johnson, featured in Ken Burns' epic series *The National Parks: America's Best Idea*, provide commentary and speak of the importance of preserving America's national parks. The video also includes a number of special features, including short vignettes on national park lodges, park adventures, the Passport program and its free iPhone and Android applications.

"This product bundle is a great way to introduce people to the wonders of America's national parks," said Kevin Kissling, Chief Operating Officer for Eastern National. "It provides the viewer with breathtaking views of some of America's most iconic sites, and the video, bundled with the Passport book, will encourage the viewer to experience the parks for themselves."

Launched by Eastern National in 1986, the Passport To Your National Parks® program promotes appreciation of and visitation to America's national parks. The program consists of a handy pocket- sized book that highlights each park in the system, and provides information for visitors. Free dated 'cancellations' are available at each park, providing a means for visitors to commemorate their visits. Visitors can purchase annual stamps, which feature photos compiled through this contest for placement in their Passport books.

The America's National Parks video and Passport To Your National Parks® book bundle is available now on eParks.com for \$29.95, a 12% discount when purchasing both items separately. For more information about this product bundle and other Eastern National products, visit eParks.com or call 1-877-NAT-PARK (877-628-7275). Wholesale opportunities are also available.

Eastern National is a not-for-profit 501(c)(3) cooperating association, whose mission is to promote the public's understanding and appreciation of America's national parks and other public trusts. Operating educational and interpretive bookstores in over 150 national parks in the eastern part of the United States, Eastern National donates its profits from these operations to aid the interpretive, scientific, and historical mission of the National Park Service and other public trust partners. Since Eastern National's founding in 1947, it has donated over \$105 million to the National Park Service. Visit www.EasternNational.org for more information on Eastern National's products and services.

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