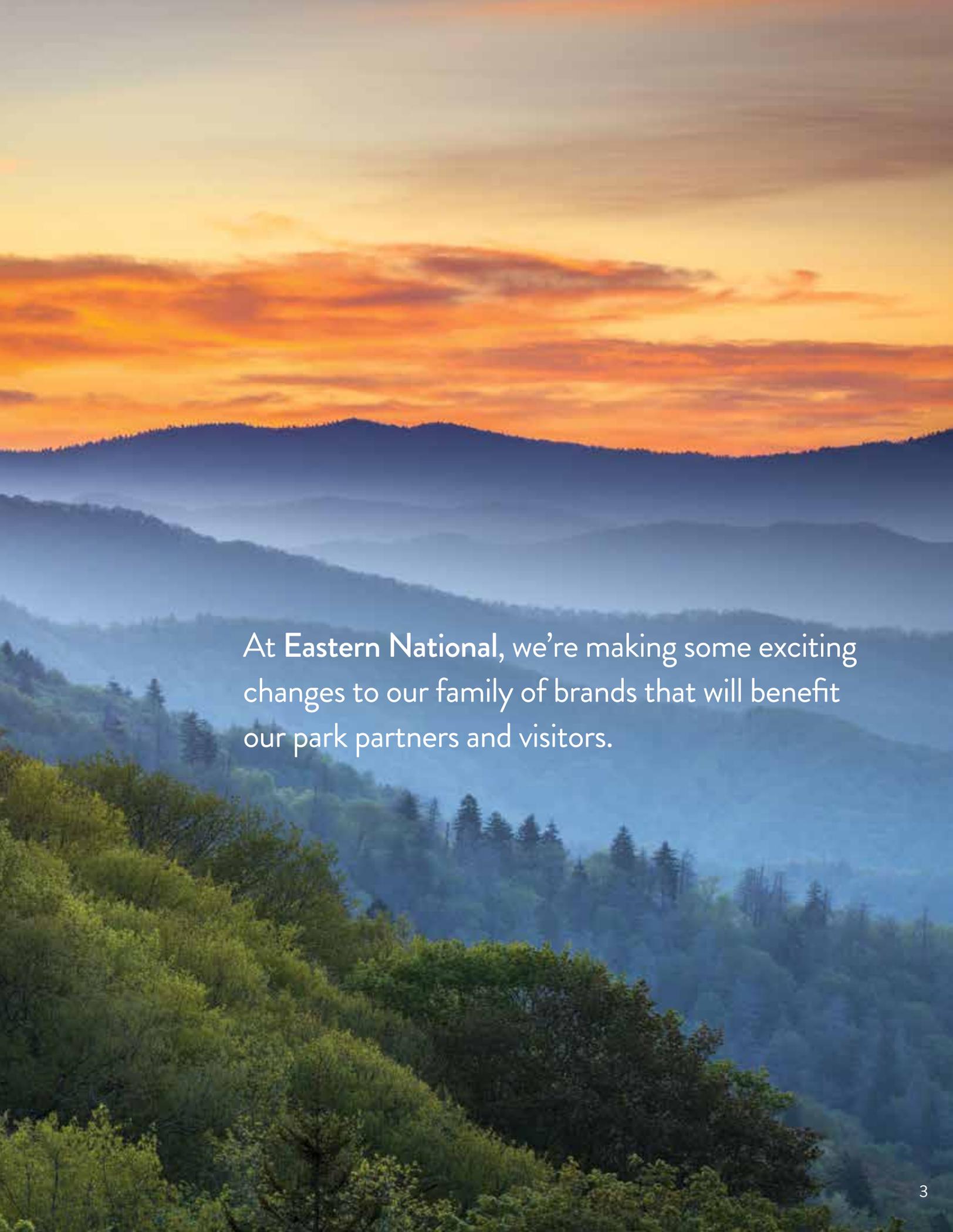


A New Chapter Begins at **Eastern National**





At **Eastern National**, we're making some exciting changes to our family of brands that will benefit our park partners and visitors.



While our partners are familiar with who we are and what we do, many of our park visitors are not. The name Eastern National doesn't always resonate with visitors. (*"Who is the company running the park store?"*) So, we're going to simplify and strengthen our brands—our *story*—to clarify the connection between our organization and the parks we support. For our partners and the millions of visitors we serve each year, this will mean greater mission fulfillment and revenue growth.

It's time for a change.



AMERICA'S
NATIONAL PARKS
ACADIA
NATIONAL PARK



Introducing **America's National Parks**

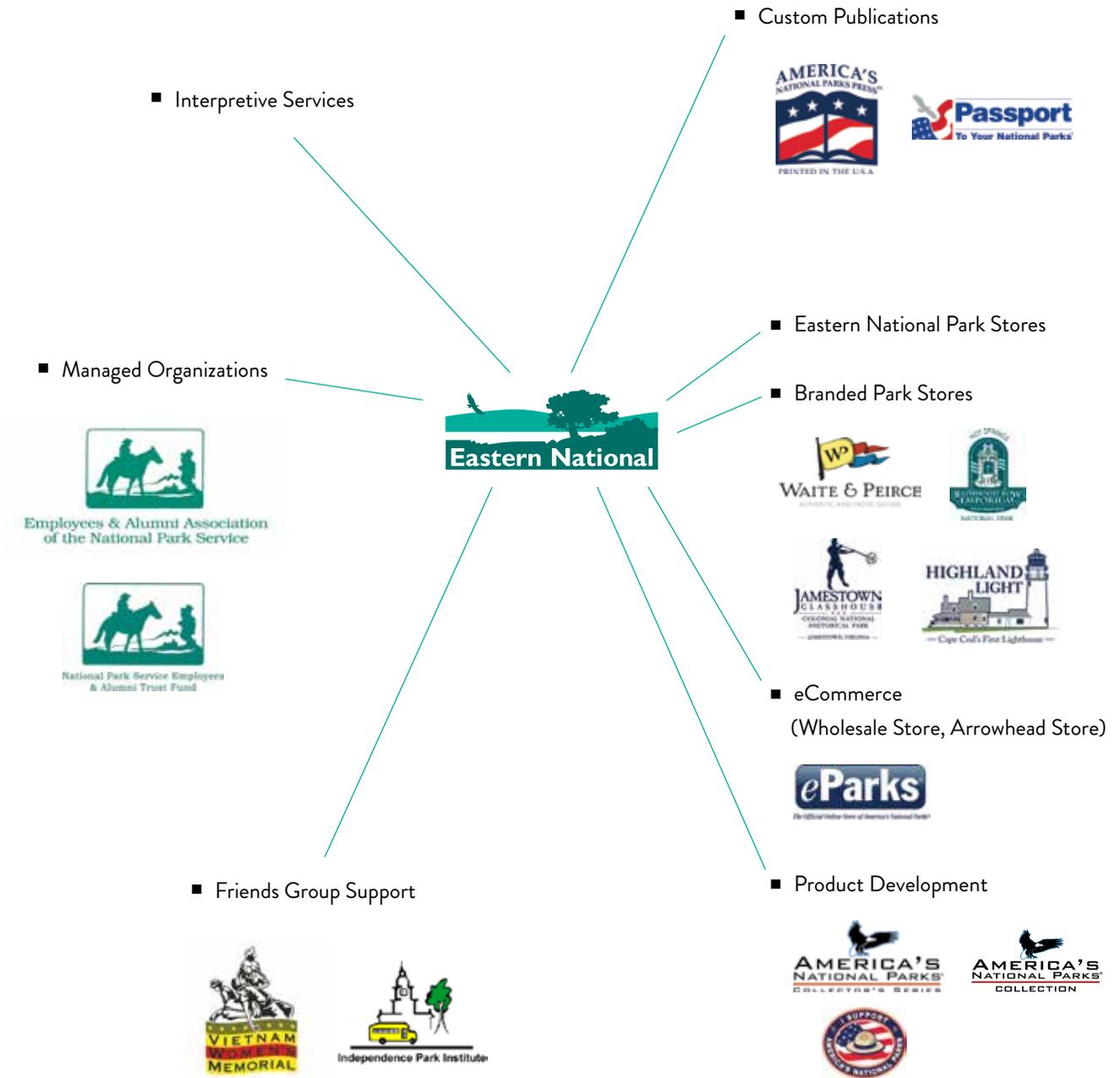
Eastern National employees and National Park Service staff often work side by side to provide extraordinary educational experiences to park visitors. So, when those visitors see our staff behind the store counter, they often presume that we work for America's national parks.

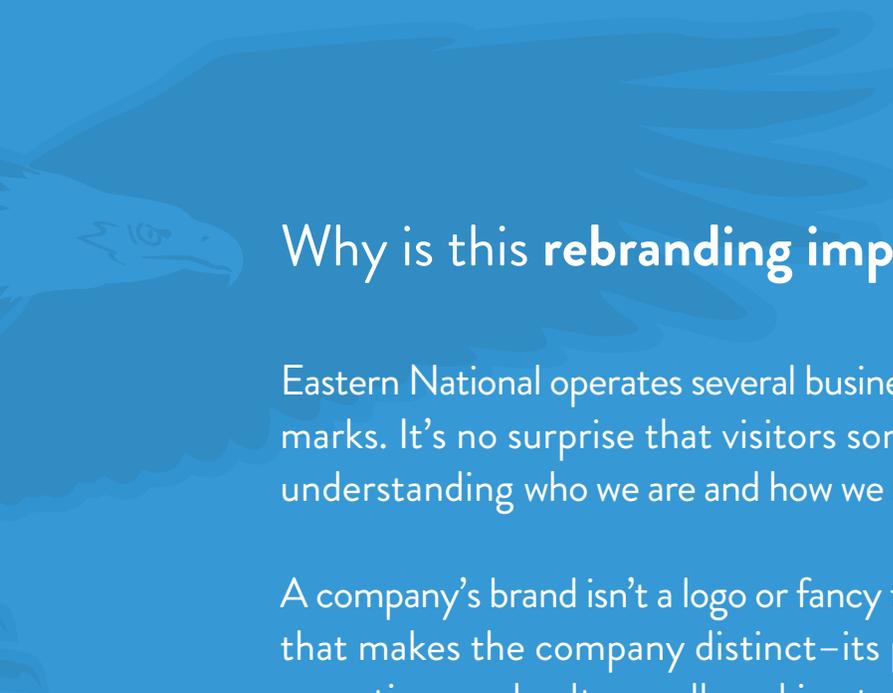
We already use the name *America's National Parks* in our stores and throughout the organization—through our America's National Parks Collector's Series of commemorative items; the America's National Parks line of Made in USA apparel; America's National Parks Press, our in-house publishing branch; and as part of our eParks.com tagline: *The Official Online Store of America's National Parks*.

That got us thinking. If people presume we work for America's national parks (which we do!), and we're already using the *America's National Parks* brand name in a variety of ways, why not call our store operations *America's National Parks*?

And that's what we're doing.

Eastern National Brand Structure BEFORE





Why is this **rebranding important**?

Eastern National operates several businesses under different brand marks. It's no surprise that visitors sometimes have trouble understanding who we are and how we support the parks.

A company's brand isn't a logo or fancy type. Its brand is everything that makes the company distinct—its products and people and operations and culture—all working together to provide unique customer experiences. A brand is also a promise a company makes to provide those experiences consistently, and every touchpoint a customer has with the company should reinforce that promise.

Eastern National Brand Structure NOW



Eastern National Stores

- Forest, State, Other Stores
- Arrowhead Store
- Wholesale

Management Services

- Employees & Alumni Association of the National Park Service
- National Park Service Employees & Alumni Trust Fund
- Partner Agreements



AMERICA'S NATIONAL PARKS



- Stores
- eParks
- Programs/Services

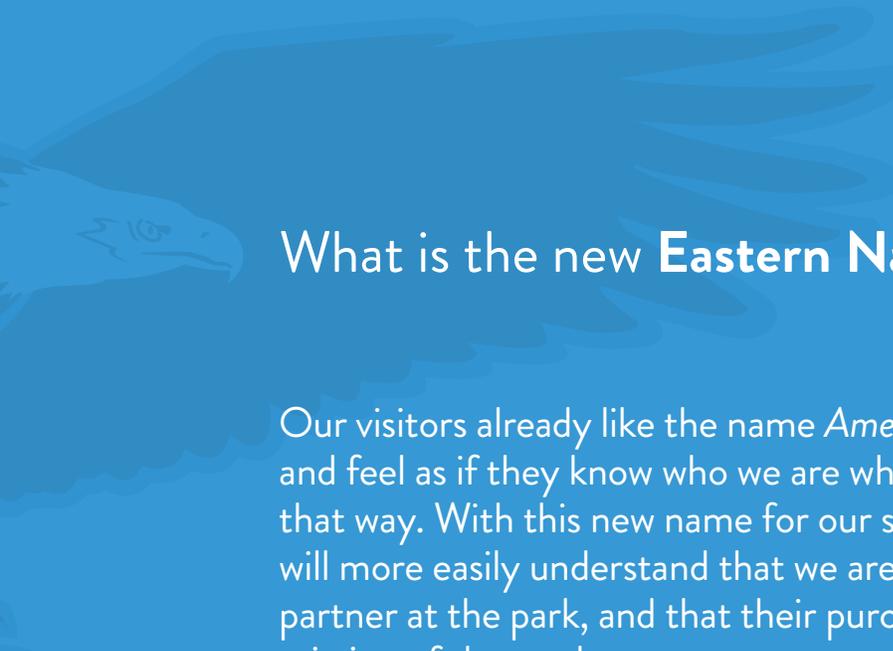


- America's National Parks Press
- Eastern National Publications
- Passport To Your National Parks
- Passport App



- America's National Parks Collection
- America's National Parks Collector's Series
- America's National Parks Supporter Series
- Multi-park thematic products





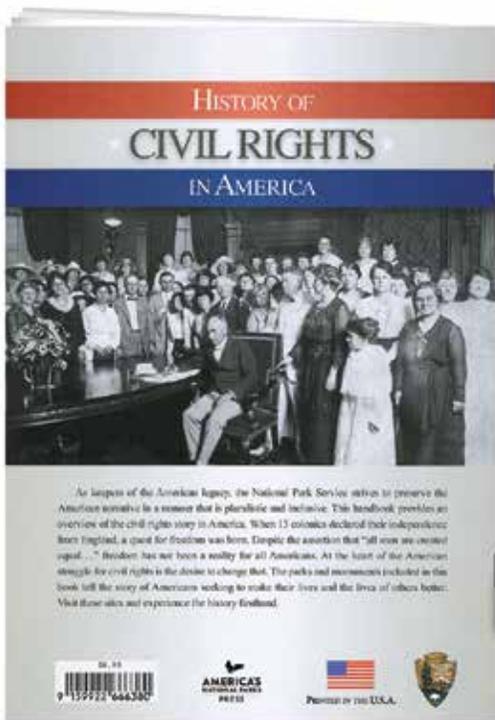
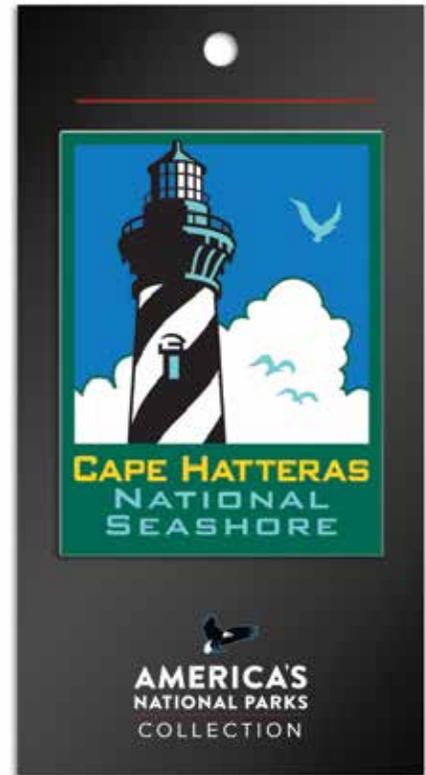
What is the new **Eastern National Structure?**

Our visitors already like the name *America's National Parks*, and feel as if they know who we are when we present ourselves that way. With this new name for our stores, customers and partners will more easily understand that we are the official educational retail partner at the park, and that their purchases directly support the mission of that park.

Eastern National—the name and the company—is not going away. Eastern National will be the parent company of *America's National Parks*, which will encompass our retail and other customer-facing operations. We'll continue to use the name Eastern National for our trade and B2B customers, such as park partners and wholesale customers. You'll also see the Eastern National name remain for our stores at non-NPS sites like state parks and national forests.

Moving forward, we'll distinguish *America's National Parks* from Eastern National with the following purpose statement:

America's National Parks is the educational branch of Eastern National, providing quality educational experiences to national park visitors through our park stores, interpretive services, and custom publications.



Where will I see the **America's National Parks** brand reflected?

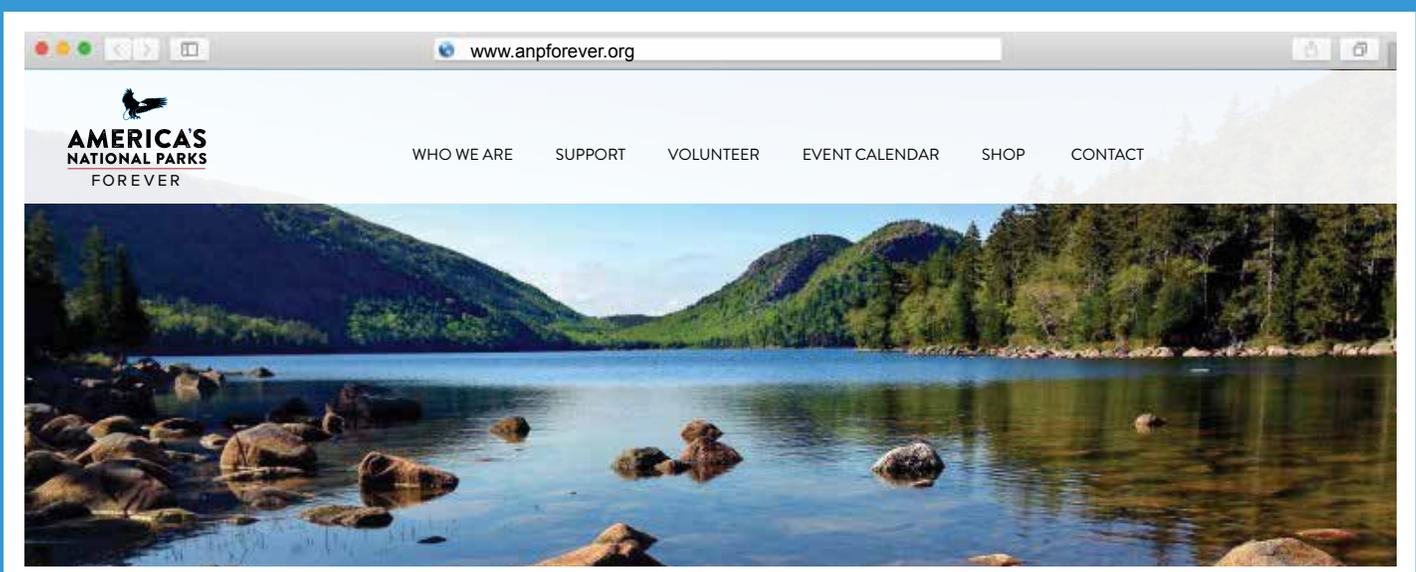
The biggest change you're likely to see is in how we name our stores.

Beginning in 2019, most of our national park retail stores, the eParks.com website, our park tours, fee collection, and other interpretive services will incorporate the new brand—and we'll continue to use it for our product collections and custom publishing efforts. Store signage, staff-uniforms, marketing materials, social media—everything that currently carries the Eastern National visitor-facing brand will change over to *America's National Parks*.

Another place you'll see *America's National Parks* will be as part of our new philanthropic efforts. Under the name *America's National Parks Forever*, we'll be developing new fundraising capabilities, supporting Friends Groups in their efforts, and implementing the NPS Checkout Counter Donation Program.

Moving forward, we'll distinguish *America's National Parks Forever* from Eastern National with the following purpose statement:

America's National Parks Forever is the philanthropic branch of Eastern National, helping protect national parks through fundraising, programming, and public engagement.







What does this mean for **me**?

Yes, we're changing the name of our retail and some other operations.

But it won't change your job or your responsibilities. You'll see the same friendly faces and serve the same important purpose.

We're here to connect people to America's public lands through education, philanthropy, and engagement and to inspire stewardship for generations to come.

Regardless of how we brand ourselves, our aim remains the same. Whether it's through retail, fundraising, wholesale operations, or educational product development, our goal is to be the best partner we can be.



Eastern National creates extraordinary educational experiences that inspire people to enjoy and protect America's national parks for future generations.

