



*We Make Learning to Save Lives Easy®*

Contact: Steve Barnett  
Director of Marketing  
800 447 3177, x324  
541 284 3898  
541 554 4144  
sbarnett@hsi.com

## **FOR IMMEDIATE RELEASE**

### **New Website Launches Today for the HSI Family of Brands – HSI.com**

February 24, 2010 – Eugene, OR – Health & Safety Institute is pleased to announce the launch of our new website: HSI.com

The new HSI.com brings together ASHI, MEDIC First Aid, 24-7 EMS, and 24-7 Fire into one website and provides a centralized resource for the HSI family of brands.

Showcasing the new look and feel, brand design, and logos for each of the brands, HSI.com provides a cohesive overview of the breadth of the Health & Safety Institute offerings.

“HSI.com represents a significant step in the branding strategy for HSI,” said Jon Caplan, Vice President of Marketing for Health & Safety Institute. “We are creating a single portal to provide a wealth of information to the emergency care industry.”

Instructors and Training Center directors will benefit from significant enhancements such as the addition of our Quality Assurance center which serves as a hub for regulatory approvals and information; a Training Resources section, with materials and tools to make teaching and administering classes easier and more efficient; and a News and Events section with the latest industry and HSI news stories. Major revisions to the online store include improved navigation, high-resolution images, and detailed product descriptions, that will help enhance the HSI online shopping experience.

Exclusive to HSI Instructors and Training Centers is the new HSI Rewards program, a unique opportunity that hosts benefits, perks, and trendsetting tools to enhance and grow their businesses.

As HSI.com continues to grow and evolve, additional features will be introduced to benefit Instructors, Training Centers, corporations, and students alike.

# # #

#### **Health & Safety Institute** ([www.hsi.com](http://www.hsi.com))

Eugene, Oregon-based Health & Safety Institute (HSI), the largest privately held emergency care and response training organization in the world, joins together American Safety & Health Institute (ASHI), MEDIC First Aid, 24-7 EMS, 24-7 Fire, and EMP Canada.

Through more than 16,000 training centers and 200,000 professional emergency care, safety and health educators in the United States, Canada, and many countries around the globe, HSI companies have certified more than 13 million emergency care providers. HSI's vision is to be the preferred training resource for safety and health training centers.

“We Make Learning to Save Lives Easy®”