

PRESS RELEASE

SWANK HEALTHCARE EXPANDS ONLINE COURSE LIBRARY WITH AMERICAN HEART ASSOCIATION CONTENT

St. Louis, MO, September 4, 2012 -- Swank HealthCare, a leading provider of online courses and e-learning software for healthcare workers and hospital administrators, today announced the expansion of its online course library with content from the American Heart Association (AHA), the leader in emergency cardiovascular care resources. The available courses will benefit professionals seeking to update their training along with individuals who want to simply fine-tune their emergency preparedness skills.

The courses from the AHA are distributed online through Swank HealthCare's Learning Management System (LMS), offering clients quick and easy access to vital information through the convenient online learning format. Many courses from the AHA use a blended learning approach. Students learn cognitive skills through Web-based, self-paced modules featuring interactive question/answer and video segments to reinforce learning. Students then practice and test the skills they have learned in person with an AHA Instructor.

"The courses from the American Heart Association are an excellent addition to our online course library," said Swank HealthCare Chairman Tim Swank. "We're excited to be able to offer these important courses to help hospital staff continue their education to provide the best care possible."

A few courses from Swank HealthCare's expanded course library of AHA content include:

- BLS for Healthcare Providers Online Part 1
- Stroke Pre-hospital Care Online
- Acute Stroke Online

A few courses for Nonclinical and Community Members include:

- Heartsaver® CPR AED Online Part 1
- Heartsaver First Aid CPR AED Online Part 1
- Heartsaver First Aid Online Part 1
- Heartsaver Bloodborne Pathogens Online

For more information on these courses offered through Swank HealthCare, call 1-800-950-4248 or visit www.swankhealth.com.

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About Swank HealthCare

Swank HealthCare is a leading distributor of online healthcare education for civilian and military hospitals, clinics and medical treatment facilities worldwide. Swank HealthCare is a division of Swank Motion Pictures, Inc.®, headquartered in St. Louis, MO and founded in 1937. Swank has developed into a reputable online CE/CME education distributor after establishing market dominance as a major non-theatrical movie distributor.

For more information about this exciting initiative, please contact:

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