

FOR IMMEDIATE RELEASE

NRPA Appoints Barbara Tulipane as CEO

Ashburn, Virginia, June 10, 2008 – The National Recreation and Park Association (NRPA) is pleased to announce that Barbara Tulipane, CAE has been appointed to serve as its Chief Executive Officer. Tulipane is currently the President and CEO of the Electronic Retailing Association (ERA) in Arlington, Virginia. She will assume her new role on July 21, 2008.

Lois Finkelman, Chair of the NRPA Board of Trustees, applauded the selection: “Barbara is an excellent choice to guide NRPA into the future. She has devoted her career to excellence in leading associations. She’s a believer in the value of parks and recreation. Her passion for our mission, her love of the outdoors, and her warmth and infectious enthusiasm make her the right leader for NRPA.”

As CEO, Tulipane will be responsible for growing NRPA through strategic partnerships, building organizational capacity and working on national policy and advocacy efforts. She will immediately devote her time to understanding the needs and challenges facing parks and recreation, getting to know the diverse constituencies within the NRPA membership, and providing guidance to the NRPA Board of Trustees and staff in the implementation of the organization’s strategic plan.

Tulipane expressed her excitement with the appointment: “I look forward to joining the board, the members and the staff to ensure that NRPA’s mission succeeds. Together we will protect and conserve our nation’s treasures for future generations.”

Tulipane has served in associations for 20 years and in executive-level positions for 12 years. As the President and CEO of ERA, Tulipane has been responsible for leadership, development, advocacy, corporate relations and financial stewardship. She has had complete oversight for ERA’s operation and its 25-person staff. She has provided leadership for the association’s government affairs program, the annual convention, professional development, *Electronic Retailer* (ERA’s monthly publication), industry self-regulation programs, major awards and international outreach.

Tulipane has been engaged in increasing ERA’s visibility in the trade community, as well as on Capitol Hill. She has represented the industry before Members of Congress and the Federal Trade Commission (FTC), and has been interviewed by NBC, CNBC, CNN, BBC and *The New York Times*, promoting and protecting the electronic retailing industry and its consumers.

Prior to joining ERA in 2000, Tulipane was the Vice President of Operations for NATSO, Inc., a national trade association representing travel center owners and operators.

Tulipane began her career immediately following graduation from the University of Arizona, where she received her undergraduate degree in Sociology and Marketing. She is a Certified

Association Executive (CAE) and holds a Masters degree in Public Administration from George Mason University.

For more details, please visit www.nrpa.org.

About NRPA

The National Recreation and Park Association is a national not-for-profit organization dedicated to advancing park, recreation and conservation efforts that enhance quality of life for all people. Through its network of more than 20,000 recreation and park professionals and citizens, NRPA encourages the promotion of healthy lifestyles, recreation initiatives, and conservation of natural and cultural resources. For more information, visit www.nrpa.org.