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**StayWell, the Consumer Health Division of MediMedia USA Acquires Fastmark for
Krames Health and Safety Education**

January 20, 2003 (Yardley, PA) – StayWell, the Consumer Health Division of MediMedia USA has finalized the acquisition of FastMark, Inc., a publisher of health information products headquartered in Palo Alto, California. The FastMark product lines will be integrated into the portfolio of Krames, the health and safety education division of StayWell.

Founded in 1994, FastMark publishes two unique product lines for healthcare professionals – Quick Coders and FastGuides -- both of which are based on a patented design that provides the durability of lamination and fast access to the information. Quick Coders are practice management guides that offer practical coverage of ICD-9 codes used by medical specialists for billing and reimbursement of diagnostic procedures. FastGuides are a series of over 40 health and wellness publications promoting individual self-management of a variety of diseases and conditions as well as proper utilization of health care resources. FastGuides are sold primarily to the managed care and hospital markets.

“We are very proud of the success we have had with FastMark,” explained FastMark President Katherine Wolf. “In a relatively short period of time, FastMark grew into a multi-million dollar business with potential to grow even larger with the proper resources and funding. From the outset, Krames, being the gold standard in health and safety education was our target buyer. We’re thrilled to have reached this agreement with StayWell.”

Michael Riley, StayWell Group President added, “Krames is coming off a banner year with significant revenue increases in our core product areas. FastMark’s products are a natural extension and complement to our existing lines and we plan to leverage these products to further satisfy the needs of our clients.”

The FastMark editorial and product development operations will be based in Krames’ San Bruno, California office while corporate and sales operations will be located in Krames’ headquarters office in the Philadelphia area.

About Krames

Founded in 1974, Krames-StayWell (a division of MediMedia, USA) is the market leader in wellness, safety and patient education materials, producing over 1,500 titles in more than 32 specialty areas. Krames’ materials are used by over 80 percent of American hospitals and more than 1000 managed care organizations and employer groups, over 300,000 physicians and nurses in hospitals and private practices, and many of the world’s

leading pharmaceutical companies. Print and electronic publications are created to help individuals understand and take control of their health choices and improve the quality of their lives. For more information, please visit www.krames.com.