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Krames On-Demand Enhances Services

Premier Healthcare Resource Updates Offerings with User-Friendly Options and Customizable Content

Yardley, PA – April 19, 2004 – Krames On-Demand, StayWell's premier print-on-demand resource for health care practitioners, today announced a number of improvements to its services. These improvements - which include the addition of user-friendly options for increased customization - make Krames On-Demand's comprehensive information database even more accessible.

The enhancements follow the recent launch of StayWell Solutions Online, a customizable online health system for hospitals, managed care organizations and pharmaceutical companies and manufacturers. The improvements to Krames On-Demand further StayWell's commitment to providing client-focused technological enhancements and proprietary product creation and delivery. Krames On-Demand gives healthcare practitioners instant access to over 3,500 print-on-demand HealthSheets™ in 34 specialty areas.

“The enhancements to Krames On-Demand make this leading health resource even more flexible and user-friendly,” said Stephanie Manning, StayWell's Vice President of Electronic Publishing. “As online databases become more and more integrated into today's healthcare system, customization becomes increasingly important. Krames On-Demand ensures that each and every patient receives the tailored attention that he or she deserves.”

The new enhancements to Krames On-Demand include:

- **Custom Content Builder Enhanced**: Clients with Custom Content Builder now can access two new features. In addition to adding their own content to their Krames On-Demand database, clients now have the option to edit Krames HealthSheets™ to match their specific protocols and procedures. Additionally, Custom Content builder is now delivered with a database of over 5,800 Krames images that clients can use when creating their own content.
- **Variable Font Sizes for Printing**: Three different type sizes are now available to accommodate patients with special visual needs.

- One-Click Batch Printing: Instead of printing each sheet individually, users now can select all the sheets they want to print, complete with personalization and special instructions, and then print the entire batch with one click.
- Unlimited Space for Special Instructions: No longer are personalized instructions restricted to 150 characters – the new limit of 32,000 should be sufficient for even the most complex cases.
- Browse Page Changes: In the Browse tree feature, category headings have been changed to facilitate easier navigation, and levels have been tightened to allow users to scroll more quickly to title links.
- E-mail Without Creating Attachments: Healthsheets™ sent by e-mail will now be embedded in the text rather than attached to the message, making them easier for recipients to access.

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For more information on Krames On-Demand, please call Clifford Public Relations at 212.358.0800.