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Krames and Gold Standard Extend Partnership in Serving Hospitals

Quick Links connect Krames On-Demand and Clinical Pharmacology to Improve Clinical Workflow

Yardley, PA – March 16, 2006 – Krames and Gold Standard, two leading healthcare information solution providers, have announced that their applications will include Quick Links to improve workflow among their shared clients. As of this February, hospital systems, health plans, and other providers that use both the Krames On-Demand (KOD) patient education system and Gold Standard's Clinical Pharmacology (CP) drug information and medication management system, will be able to quickly and easily toggle between the two applications.

“Krames On-Demand and Clinical Pharmacology represent best-of-breed applications in the areas of patient education and medication management,” explained George Parker, President and CEO of Krames. “Krames and Gold Standard have been working together for almost five years. As our products have evolved, we wanted to provide a way to link our applications, making life easier for our clients, without having to sacrifice any of the functionality each application offers our shared users.”

Krames On-Demand is an award-winning patient education system that includes over 2,500 highly illustrated titles, in English and Spanish, created in accordance to the principles of health literacy and designed to speed patient comprehension and improve individual health management. Written by pharmacists for today's healthcare provider, Clinical Pharmacology provides up-to-date, peer-reviewed, clinically relevant information on all U.S. prescription drugs, as well as off-label uses and dosage, herbal supplements, nutritional and over-the-counter products and new and investigational drugs.

“Two factors that distinguish Clinical Pharmacology and Krames On-Demand in the marketplace,” according to Marianne Messer, Executive Vice President of Sales and Corporate Development for Gold Standard, “are excellent content and easy-to-use applications. This has made both CP and KOD the front-line tools of choice among today's busy nurses, pharmacists, and other care givers who can count on us to help them efficiently provide quality care. Quick Links will further enhance the efficiency among our shared clients.”

The Quick Links feature can be programmed for one-time login access between the applications to further improve workflow. Gold Standard and Krames are providing the Quick Links at no additional charge to clients that would like to use this feature.

About Krames

Founded in 1974, Krames-StayWell (a division of MediMedia, USA) is the market leader in patient education, wellness, and safety materials, producing over 1,400 titles in more than 36 specialty areas. Krames' materials are used by over 80 percent of American hospitals, more than 1000 health plans 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.

About MediMedia

MediMedia offers some of the best-known brands in healthcare communications to both industry professionals and patients. In addition to its leading consumer health content sources, MediMedia is the pre-eminent provider of solutions for pharmaceutical companies along their entire marketing continuum, targeting physicians, payers and patients with our content and applications. The company's attention to content quality, accuracy and ease of comprehension, as well as its experience in delivering specialized information to targeted audiences, has earned the trust and respect of healthcare organizations, pharmaceutical companies, physicians, employers and consumers throughout the country.

About Gold Standard

Based in Tampa, Gold Standard is a leading developer of drug information databases, software and clinical information solutions. The Company's products are developed by a staff of highly trained professionals with extensive experience in pharmacy practice, electronic publishing and software development. Gold Standard's customers include over a thousand hospitals, the nation's largest retail pharmacy chains and consultant pharmacy organizations, state and federal agencies, the country's top pharmacy and medical schools, well-known health information websites, and hundreds of thousands of healthcare professionals and consumers worldwide. For more information, please visit www.goldstandard.com.

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