

**Krames Acquires Exit-Writer™ – Premier Electronic  
Emergency Department Discharge Instruction Program**  
*The Leader in Patient Education Expands Suite of Enterprise Wide Solutions  
to include illustrated E.D. discharge instructions, prescription writer,  
and medication reconciliation tool*

Yardley, PA – June 2007 – Krames, a division of MediMedia, has acquired the assets of Parker-Hill Associates, Inc., publisher of Exit-Writer, the industry leading emergency department discharge instruction program. The acquisition of Exit-Writer provides a perfect complement to Krames On-Demand™, the award winning electronic print on-demand patient education system being used in over 1,000 hospitals nationwide.

“In September of 2003, Krames and Parker-Hill formed a strategic alliance to increase the footprint of Exit-Writer in the hospital market,” explained George Parker, President and CEO of Krames. “Since that time, our two companies have built a terrific relationship as both Krames On-Demand and Exit-Writer achieved continuous double-digit growth. It simply made sense for Krames to extend its full sales, marketing and publishing resources to further accelerate the phenomenal growth Exit-Writer has enjoyed over the last few years.”

Exit-Writer was created by Dr. David Campell, President and CEO of Parker-Hill Associates and a board certified Emergency Room physician still practicing emergency medicine in Northern California. What distinguishes Exit-Writer in the marketplace is its intuitive user interface. “I know from first hand experience the need for efficiency in the discharge process,” explained Dr. Campell. “The procedure has to be simple, fast and require very little time to train new personnel. And the printed output has to be concise and easy to understand so the discharge instructions can carry the physician’s treatment plan into the home, while communicating the essentials to the follow-up physician. Exit-Writer excels in all these areas.”

Over the years, Exit-Writer has been continuously refined and now boasts over 1,000 topics covering almost every diagnosis, treatment, and drug addressed in the Emergency Department and Urgent Care settings. In addition, Exit-Writer offers over 800 inpatient discharge topics, making it a single source of aftercare instructions throughout the hospital. The comprehensive content collection is available in both English and Spanish with Chinese, Vietnamese, and Russian translations due later in 2007. In addition to its robust content, Exit-Writer has also kept abreast of functionality demands in the marketplace. Not only is Exit-Writer fully HIPAA compliant, but it now offers an easy-to-use Medication Reconciliation feature to reduce prescribing errors and meet JCAHO requirements.

This combination of comprehensive content, advanced functionality, and ease of use has fueled Exit-Writer’s position as a market leader. Currently, over 250 facilities throughout the nation use the Exit-Writer Discharge Program, while hundreds of emergency departments have access to Exit-Writer content through licensing arrangements Exit-Writer has with leading providers of Emergency Department Information Systems (EDIS).

In addition to major office locations in Yardley, Pennsylvania and San Bruno, California, Krames will maintain the highly talented Exit-Writer staff who will continue to work out of the Exit-Writer offices in Santa Rosa, California. Dr. Campell will become a consultant to Krames spearheading new product development efforts.

#### **About Krames**

Founded in 1974, Krames (a division of MediMedia) 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 and more than 1,000 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 content/materials 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](http://www.krames.com).

#### **About MediMedia**

Headquartered in Chatham, NJ, with 1,400 employees in offices throughout the U.S., MediMedia is a publishing and information company which educates physicians and patients about drugs, diseases, therapies, health, safety and healthy lifestyles and is managed through two distinct business segments: the Patient Education Group and the Pharmaceutical Group. The Patient Education Group provides patient education content sponsored by the full set of healthcare stakeholders, including employers, hospitals, health plans, physicians, patients and pharmaceutical companies. Customers purchase patient education products and services from MediMedia because these products and services help them lower healthcare costs. The Pharmaceutical Group provides content and application-based marketing solutions for pharmaceutical companies, spanning their entire marketing continuum during a drug's lifecycle, which are targeted to physicians, payers and patients. Customers purchase our pharmaceutical products and services because these products and services help them drive incremental drug prescriptions.

MediMedia is a Vestar Capital Partners portfolio company.