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Contact: Clifford Public Relations
212.358.0800
Louise Thach (x28)
Beth Irving (x12)

American Lung Association® Chooses Krames as Health Education Publisher
*Experts in Patient Education to Handle Entire Lung Association
Consumer Publishing Program*

Yardley PA – October 1, 2005 - The American Lung Association®, the nation's leading healthcare advocacy group whose mission is to prevent lung disease and promote lung health, has chosen Krames as its consumer health education publisher. "Every day, consumers nationwide turn to the American Lung Association® for information regarding smoking cessation, lung cancer, asthma, COPD, and a host of other pulmonary related conditions," explained Joe Fay, Vice President of Marketing & Communication, American Lung Association. "It is important that we provide the public with credible, consumer-friendly information. Krames, with its ongoing commitment to health literacy, was a perfect fit for helping us meet our mission."

Under the agreement, Krames will take over editorial, design, production, and marketing functions for the existing American Lung Association library of titles. The library includes over 60 individual health publications as well as complete health management programs including Open Airways for Schools™, created for children with asthma, and Freedom from Smoking™, the Lung Association's smoking cessation program. Additionally, the Krames editorial team will work with the Lung Association team of public health educators to develop new titles and programs. The American Lung Association® delivers their materials and programs through a network of local Lung Associations that conduct community outreach as well as through distribution in public schools and health clinics nationwide.

"Krames is honored to be chosen by the American Lung Association® as its publishing partner," stated George Parker, President and CEO of Krames. "Krames is committed to providing educational materials designed to help individuals better understand and manage their health. We already have a leadership position as the patient education provider for over 80% of US hospitals and over 300,000 healthcare professionals nationwide. Through our relationship with the Lung Association, we are afforded the opportunity to apply our effective education methodologies to help achieve the public health goals of the American Lung Association surrounding lung disease."

About American Lung Association®

The American Lung Association® is the oldest voluntary health organization in the United States, with a National Office and constituent associations around the country. Founded in 1904 to fight tuberculosis, the American Lung Association® today fights lung disease in all its forms, with special emphasis on asthma, tobacco control and environmental health. The American Lung Association® is funded by contributions from the public, along with gifts and grants from corporations, foundations and government

agencies. The American Lung Association® achieves its many successes through the work of thousands of committed volunteers and staff.

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 and 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.

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For more information on the Krames-ALA publishing arrangement, please call Clifford Public Relations at 212.358.0800.