

**Krames Announces Agreement with Montefiore Medical Center
to Implement Web-based Patient Education System**
*Extensive Language and Customization Capabilities of Krames On-Demand™
Help to Educate Diverse Patient Population*

Yardley, PA – October 2007 – Krames On-Demand, an award-winning electronic patient education system developed by Krames, has been selected by Montefiore Medical Center in New York City to enhance system-wide patient education. Montefiore is a 1,122-bed medical center serving the 1.4 million residents of the Bronx, Westchester County and the surrounding area.

Krames On-Demand is a comprehensive yet flexible patient education solution designed to help healthcare providers meet the needs of diverse patient populations. It is an enterprise wide solution that delivers access to a database of content developed utilizing Health Literacy Design Principles and featuring Krames signature art/text synergy designed to improve patient comprehension and self-care skills. The system features 5,600 titles, each available in English and Spanish. Krames On-Demand also benefits those patients that don't speak English or Spanish, with patient-oriented materials in three additional languages – Russian, Chinese, and Vietnamese; and information on the 10 most common diagnoses in other languages including Armenian, Tagalog (Filipino language), Chinese, Farsi, Hmong, Korean, and Vietnamese.

“To provide the highest quality care, our ability to clearly communicate with all patients in a timely fashion is critical,” says Nicole Hollingsworth, Director of Patient Health Education at Montefiore. “Because Montefiore serves a very diverse patient population, we need to have the right tools in place to enhance patient communication and allow our physicians to customize patient information as needed.”

Krames On-Demand gives physicians the ability to tailor treatment protocols to meet the needs of individual patients – modifying explanation, changing phrases, or updating the information on new technology available.

Montefiore's implementation includes the Krames Online patient education library that is available on their website. Krames Online provides visitors to Montefiore's website access to the same quality information they would receive as a patient in one of Montefiore's facilities. The library is designed to help healthcare providers give consistent, credible, high quality, patient education across multiple consumer touch points.

Jean Neiner, Krames Senior Vice President of Sales and Marketing added, “Krames is delighted to provide Montefiore a comprehensive solution that enables their clinicians to provide quality care to such a diverse population reinforcing Montefiore's commitment to serving the community at large.”

About Krames On-Demand

Krames On-Demand is an award-winning, print-on-demand patient education solution designed for hospitals and health systems. KOD allows nurses, doctors and educators to

instantly select and personalize over 5,000 single topic HealthSheets™ for each patient and print them at the point of care. The HealthSheets™ are available in English and Spanish in 37 medical specialty areas. KOD modules available include RecordWriter™ (for documenting patient education encounters and facilitating EMR integration), Translations (content is available in 10 languages), Krames Information Therapy™ (a secure e-messaging solution), Custom Content Builder (an editing tool allowing users to customize content delivered through the system), Krames Online™ (patient-friendly content similar to KOD designed for website portals), and Krames Kiosk (a touch screen application designed to provide access to Krames patient education at self-service terminals).

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.

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.