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Krames Receives Platinum eHealthcare Leadership Award

*Krames On-Demand Betters 2005 Gold Award with New User Interface
and Integration Capabilities*

Yardley, PA – November 2006 – Krames, the recognized experts in patient education, was recently presented with a prestigious eHealthcare Leadership Award for Krames On-Demand™ (KOD), the leading print on-demand electronic patient education system used by thousands of clinicians at leading hospitals and healthcare facilities. KOD won the Platinum Award for Best Health/Healthcare Content in the Business/Process Improvement Applications or Products class which awards products that focus on enhancing an organization's Web site and that are used to enhance the business processes within an organization.

“Krames On-Demand has been extremely well received in the marketplace but we have refused to rest on our laurels,” explained George Parker, President and CEO of Krames. “We strive to continuously improve the process and workflow for clinicians through continuous upgrades of our print and electronic education resources. In 2005 we received a Gold Award in the Business/Process Improvement Category. This year's Platinum Award validates the effort our entire editorial and production teams continuously put forth in producing solutions that help our clients more efficiently provide quality patient care.”

The 2006 eHealthcare Leadership Awards drew 1,200 entries in 12 different categories. Award winners were recognized during a special presentation at the recent Tenth Annual Healthcare Internet Conference held in Atlanta.

Krames On-Demand is a breakthrough 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 topic areas. KOD modules also 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's products and services include integrated and comprehensive health management programs, patient education content, and applications purchased by healthcare stakeholders: physicians, patients, employers, hospitals, health plans and pharmaceutical companies. MediMedia's pharmaceutical marketing group provides solutions for pharmaceutical companies along their entire marketing continuum, targeting physicians and patients with superior content and applications. MediMedia's experience in delivering specialized information to targeted audiences, has earned MediMedia unparalleled trust and respect throughout the industry. For more information, please visit www.medimedia.com.

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