

Krames Wins More than Twenty National Health Information Awards *Krames Celebrates 22 NHIA Wins in 2007*

Yardley, PA – November 2007 – Krames, the experts in patient education, was recently presented with 22 National Health Information Awards (NHIA). Now in its 14th year, the prestigious NHIA competition honors excellence in the production of materials that address the increasing informational needs of today's healthcare consumer.

This year's awards reflect the diverse nature of education products created by Krames to help people better understand and manage their health. Among Krames Silver Award Winners is the *Eye Care Flip Pics* featuring anatomical and procedural art on a flip chart that helps ophthalmologists explain eye anatomy and the goals of various treatment options; the *Being Active Behavior Management Series* that incorporates a Stages of Change approach in motivating individuals to adopt an active lifestyle; and the *Breathe Well, Live Well* participant guide created for the American Lung Association's new adult asthma management program. "Krames prides itself on creating materials in consideration of the principles of health literacy that help people make better decisions in managing their health," stated George Parker, President and CEO of Krames. "This year's awards exemplify how we use this approach across the continuum of care from wellness/health promotion to addressing a new diagnosis, to on-going chronic care management. It is gratifying to be recognized by industry experts who validate that we are accomplishing our mission."

The National Health Information Awards program recognizes high-quality consumer health information and is organized by the Health Information Resource Center (HIRC), a national clearinghouse for consumer health programs and materials. Gold, Silver, Bronze and Merit certificates are awarded by Class, Division and Category. Using a rating scale of one to 100, a panel of health information experts from across the nation judge entries based on content, format, success in reaching the targeted audience and overall quality.

About Krames

Founded in 1974, Krames (a division of MediMedia) is the market leader in patient education, wellness, and safety materials, producing over 1,500 titles in more than 36 specialty areas. Krames is the exclusive patient education publisher for American Heart Association/American Stroke Association and American Lung Association. 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 1,500 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.

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