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Krames Launches Patient Education System for Children's Hospitals
*Krames On-Demand Children's Hospital Edition provides Children's Hospitals
Nationwide with a Solution Specifically designed for Pediatric Patients
And their Families*

Yardley, PA – November 2007 – Krames, the recognized experts in patient education, released a Children's Hospital edition of their award winning patient education system, Krames On-Demand. The Children's Hospital Edition includes 1,400 titles, each in English and Spanish, covering the 29 most common topic areas addressed in pediatric hospitals across the country.

"Krames On-Demand (KOD) has been extremely popular with our hospital customers," explained Jean Neiner, Senior Vice President of Sales and Marketing, "which is why we have over a 97% renewal rate and are constantly adding new hospitals into the KOD family of users. However, we are also committed to constant improvement and saw an opportunity to better serve the nation's Children's Hospitals by creating content targeting the pediatric patient and, more importantly, their parents. So, we turned to our Editorial and Electronic Solutions group to see how we could satisfy this unique market need."

According to Jim Ryan, Vice President of Publishing, "We consulted with experts in the field and decided to create a parallel set of content in all the key specialty areas to address the pediatric patient and their parents. This not only involved writing primarily for the caregiver as well as the child in certain instances, but also creating a whole new set of artwork to better reflect the child's anatomy. We took special care to display the facts in a manner that would educate and reassure the parent. I'm very proud of our entire editorial team who really hit a home run in creating the content portfolio for Krames On-Demand Children's Hospital Edition."

The new Krames On-Demand Children's Hospital Edition was debuted at the Health Care Educators Association (HCEA) Annual Meeting in Hartford, Connecticut, and initial feedback from educators at Children's Hospitals was phenomenal. "It was really gratifying to see how appreciative the pediatric educators were when they had a look at the Children's Hospital Edition. They were universally pleased that someone had addressed their pediatric population education needs. Krames is thrilled to be offering this great education solution for the 230+ Children's Hospitals across the country," reports Neiner.

About Krames On-Demand

Krames On-Demand (KOD) 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). Also available from Krames is the Exit-Writer Electronic Discharge Instruction System featuring over 1,400 titles in English and Spanish, a prescription writer, and a medication reconciliation tool designed to meet the unique needs of Emergency Departments and Urgent Care Centers.

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.