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Top Northern Virginia Health System Renews Krames On-Demand Service

Inova Health System Partners with StayWell Solutions for Third Straight Year

Falls Church, VA– January 10, 2005 – For the third year running, Northern Virginia's leading not-for-profit health care provider, Inova Health System, has subscribed to Krames On-Demand, StayWell's premier print-on-demand resource for health care practitioners. Consisting of seven hospitals and other health services including emergency and urgent care centers, home care, nursing homes, mental health and blood donor services, and wellness classes, Inova continues to rely on StayWell's comprehensive patient education system to empower patients' health decisions.

“We depend on Krames On-Demand to provide standardization across all of our facilities and consistent reinforcement of health topics,” said Cheryll A. Battle, Inova OT Director, Department. of Rehabilitation. “It allows us to offer patient education in a cost effective and time efficient manner.”

Inova's facilities remain among the 80 percent of US hospitals that have partnered with Krames. Krames On-Demand is a breakthrough print-on-demand patient education solution designed for hospitals and health systems. It permits nurses, doctors and educators to instantly select and personalize over 4,000 single topic HealthSheets™ for each patient and print them at the point of care, available in English and Spanish in 36 specialty areas.

“It has been our pleasure serving Inova Health Systems and their network of patients over the past years,” said Stephanie Manning, StayWell's Vice President of Electronic Publishing. “We look forward to continuing our commitment to inform people of their health choices as quickly and consistently as possible.”

From physicians to employers to managed care organizations, Krames' comprehensive product line reaches virtually every level of health and safety management. Their materials work to promote healthy lifestyles, improve productivity and outcomes, educate patients and consumers, enhance the efficiency of health care services and reduce health care costs.

About StayWell

StayWell is the Consumer Health Division of MediMedia USA. The companies that comprise StayWell represent the premier brands in consumer health publishing and include Health Ink Communications, Krames, and Harvard Health Publications. For 30 years, our clients have been using StayWell's consumer health information products and

services to reach their target audience in support of a wide range of business objectives. Through multiple channels, it is estimated that StayWell touches over 50 million lives annually.

StayWell combines unparalleled content with the ability to reach your target audience at home, at work, and when engaging the health care system – in print and online. To discover the wide range of products and services StayWell provides, visit www.staywellsolutions.com.

About Krames

Founded in 1974, Krames-StayWell (a division of MediMedia, USA) is the market leader in wellness, safety and patient education materials, producing over 1,400 titles in more than 34 specialty areas. Krames' materials are used by over 80 percent of American hospitals and more than 1000 managed care organizations 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 Krames On-Demand, please call Clifford Public Relations at 212.358.0800.