

FOR IMMEDIATE RELEASE

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Krames Receives Preferred Vendor Status From Health Trust Purchasing Group

Yardley, PA— January 25, 2005 – Krames, the market leader in wellness, safety and patient education materials, has received a contract award from Health Trust Purchasing Group (HPG). The new vendor agreement will facilitate access to Krames products for thousands of patients within the health organizations served by HPG. The agreement applies to Krames print, Krames On-Demand Internet, and FastGuides.

“This is an exciting opportunity to become a single preferred provider for one of the country’s largest buying groups,” said Jean Neiner, Krames’ Senior Vice President of Sales and Marketing. “Through this partnership, Krames will be able to provide patient education services to a broader market in a cost effective and time efficient manner.”

Krames offers over 1,500 products in 37 medical specialties such as cardiology, orthopedics, OB/GYN, diabetes, neurosurgery, pain management, pulmonary rehab, staff education and outpatient surgery to comprise the most comprehensive library of patient education available.

“We are delighted to partner with StayWell in order to offer our members Krames products to aid in their mission of providing superior patient care,” said Jennifer LeMieux, HPG Director of Sales & Marketing.

The new vendor agreement with HPG includes Krames On-Demand (KOD), the premier electronic print on-demand patient education system being used nationwide today that brings the best in patient education to hospital workstations. The HPG-Krames agreement will enable thousands of health professionals and patients around the country to gain easier and more affordable access to over 3,500 single topic HealthSheets covering 34 specialty areas. KOD can be configured to meet the demands of a single acute care facility, a large hospital system, as well as specialized private practices.

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 1,500 titles in more than 32 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.

About Health Trust Purchasing Group

HPG is one of the industry's leading group purchasing organizations. Established in May 1999, HPG is committed to superior patient care delivered through national contracts negotiated with market-leading suppliers for clinically-recommended products and services at competitive prices. There are **more than 1,500** organizations represented by HPG. For more information, please visit www.healthtrustpg.com/.

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For more information on Krames On-Demand, please call Clifford Public Relations at 212.358.0800.