

FOR IMMEDIATE RELEASE

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**Krames Continues to Support Nursing Students through the
American Association of Critical Care Nurses Technology for Nursing
Schools Program**

*Krames Donates Krames On-Demand to
California University of Pennsylvania School of Nursing*

Yardley, PA – May XX, 2006 – Krames, the market leader in patient education, announced today that it is donating access to its Krames On-Demand (KOD) electronic print-on-demand patient education system to nursing students at California University of Pennsylvania. The donation is under the auspices of the American Association of Critical Care Nurses (AACN) Technology for Nursing Schools Initiative and is part of Krames' ongoing commitment to support health literacy and improve nursing and patient education.

“AACN and Krames share the belief that one vital way to address the nursing shortage is to invest in the education of future nurses,” said Jean Neiner, Senior Vice President of Sales and Marketing at Krames. “We believe providing nursing students at Cal U and other prestigious institutions with the Krames state-of-the-art electronic patient education system will strengthen their ability to care for patients once they enter the workforce and help increase patient satisfaction and outcomes.”

The innovative AACN Technology for Nursing Schools program offers corporations the opportunity to partner with the AACN to make unique and forward-reaching contributions that allow nursing students to work with advanced patient care technology before beginning their clinical experiences. Currently, the program is being offered to Cal U's bachelor of science in nursing and health sciences students, and to the CCAC associate degree in nursing students at the Cal U campus.

“At a time when many nursing schools are struggling to fund all their needs, this gift provides Cal U with advanced tools that the students will most likely utilize upon graduation and in a clinical environment,” said Dr. Michele McCoy, director of public affairs at California University of Pennsylvania. “Now that we have Krames On-Demand, our nursing and health sciences students will have access to a library of outstanding patient education from the leaders in patient education, which will enable them to learn about creating care plans and acquire skills using educational teaching tools.”

Krames and the AACN recently partnered to bring the best in patient education to nursing students across the country, and have successfully completed similar donations to two other nursing schools. Krames is a proven leader in producing award-winning health information that adheres to the principles of health literacy. Krames' materials are used by over 80 percent of American hospitals and over 300,000 physicians and nurses in hospitals and private practices.

The KOD donation to the California University of Pennsylvania School of Nursing donation is underwritten and supported by Krames without any cost burden to the University. Krames On-

Demand is a Web-based, print on-demand, patient education system currently used by hospitals nationwide. The program contains approximately 2,500 HealthSheets—in both English and Spanish—covering 37 specialty areas. In addition, the system includes approximately 2,000 Drug Information Sheets. Krames On-Demand recently received the 2005 Medicine on the Net Award for Outstanding Content.

“So many of our members got into nursing to take care of people,” according to Debbie Brinker, RN, MSN, CCRN, CCNS, President of AACN “and patient education is such an important part of the caring equation and plays an integral part in patient satisfaction. Unfortunately, with the demands of learning anatomy, medicine, and critical care, exposure to patient education during training tends to be limited. We are thrilled that Krames is able to use our Technology for Nursing Schools Initiative to make this important subject available to students.”

About Krames

Founded in 1974, Krames-StayWell (a division of MediMedia, USA) 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

MediMedia offers some of the best-known brands in healthcare communications to both industry professionals and patients. In addition to its leading consumer health content sources, MediMedia is the pre-eminent provider of solutions for pharmaceutical companies along their entire marketing continuum, targeting physicians, payers and patients with our content and applications. The company’s attention to content quality, accuracy and ease of comprehension, as well as its experience in delivering specialized information to targeted audiences, has earned the trust and respect of healthcare organizations, pharmaceutical companies, physicians, employers and consumers throughout the country.

About AACN

The American Association of Critical-Care Nurses (AACN) is the largest specialty nursing organization in the world, with approximately 65,000 members. Its international headquarters are located in Aliso Viejo, Calif. Founded in 1969, the Association now has more than 250 chapters worldwide and is working toward a healthcare system driven by the needs of patients and families, where critical care nurses make their optimal contribution. Complete information about AACN is available at www.aacn.org.

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

