

FOR IMMEDIATE RELEASE

Contact: Clifford Public Relations
212.358.0800
Loren Pomerantz (x27)
Alexandra Gubin (x32)

Krames Supports Health Literacy for Low-Income Residents in Connecticut

Krames donates free access to Krames On-Demand to AmeriCares Free Clinics to better serve over 3,000 patients yearly

Yardley, PA – June, 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 AmeriCares Free Clinics. AmeriCares Free Clinics provides health care to the uninsured in Fairfield County, Connecticut.

“As industry leaders, Krames is thoroughly committed to providing patient education that will address the challenges of health literacy confronting over half of our nation’s adults. In order for education to have a positive impact, it has to be understood by the patient,” stated Jean Neiner, Senior Vice President of Sales and Marketing at Krames. “To further our mission, we are honored to partner with AmeriCares Free Clinics, whose clinics serve a large population of uninsured on limited budgets through a network of volunteer health care providers.”

“One of the biggest concerns facing an increasing number of Connecticut residents is the lack of health insurance,” says Karen Gottlieb, Executive Director of AmeriCares Free Clinics. “The health care services provided by AmeriCares Free Clinics offer those who are in need the opportunity to receive treatment, medications and diagnostic testing. Through this generous donation of Krames On-Demand, our healthcare professionals and volunteers will now have access to a library of outstanding patient education materials that can be understood by the people we serve. We are grateful that Krames is willing to share their consumer-friendly health information to benefit the thousands of people that we serve. We believe the Krames content will help Free Clinic patients manage their healthcare and improve health outcomes.”

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.

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 AmeriCares Free Clinics

The mission of AmeriCares Free Clinics is to provide free quality health care to uninsured residents in a setting where all individuals are treated with dignity and respect. The intention of AmeriCares Free Clinics is to help those who are making a sincere effort to help themselves and their families, but who do not have the financial resources for medical care. Since 1994, AmeriCares Free Clinics has delivered health care valued at over \$14 million to residents of Bridgeport, Danbury and Norwalk, Connecticut. This has been possible with the support of more than 350 volunteers and in-kind donations from medical service provider partners. For more information, log onto www.americaresfreeclinics.org

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