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Krames works with American Heart Association to Enhance Patient Education Program

The Nation's Leading Research and Advocacy Organization Looking to Improve Heart Disease and Stroke IQ with a Focus on Health Literacy

Yardley, PA – July, 2006 – Krames has been selected by the American Heart Association and American Stroke Association (AHA/ASA) to serve as its exclusive publishing vendor for the American Heart Association and American Stroke Association's patient education collateral materials. Krames is a recognized leader in patient education.

“When it comes to the science of cardiovascular disease, advocacy, and even public awareness, AHA/ASA is leading the way in looking for solutions to combat the Number One (Heart Disease) and Number Three (Stroke) killers in the US,” explained Dennis Milne, Vice President, Patient Education, American Heart Association. “As part of our ongoing strategic development process, we identified the need to expand the reach of our patient education products by strengthening our position among healthcare providers. We need caregivers in a variety of settings to be aware of AHA/ASA patient education that is available in a wide range of formats. With those objectives, AHA/ASA has established a strategic alliance with Krames to help expand our reach to professionals and improve the accessibility of the information for the consumer.”

Currently, the AHA/ASA offers over 80 print publications addressing conditions, risk factors, treatment options, and disease management topics for various cardiovascular diseases and stroke as well as a number of kits for providers and awareness building items targeting the public. As part of the 5 year publishing agreement, Krames will manage the existing AHA/ASA patient education portfolio as well as new product development programs. Additionally, Krames will handle all sales and marketing activities directed to both the AHA/ASA affiliate organization as well as healthcare professionals in various settings (private practice, hospitals, health plans, disease management organizations) throughout the country.

“Krames is absolutely thrilled to be working with the American Heart Association,” noted George Parker, President and CEO of Krames. “What makes this partnership so special is that it enables both organizations to achieve our core values of improving health literacy, in this case focusing on heart disease and stroke. We also believe that our partnership will be of tremendous value to the AHA network of affiliates as well as existing Krames clients who will benefit from utilizing the exceptional range of educational materials.”

AHA/ASA patient education products will be available from Krames beginning this fall.

About Krames

Founded in 1974, Krames (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 American Heart Association

Since 1924, the American Heart Association has helped protect people of all ages and ethnicities from the ravages of cardiovascular disease and stroke, the nation's No. 1 and No. 3 killers, which claim more than 927,000 Americans a year. In fiscal year 2003-04, the association invested more than \$439 million for research, professional and public education, and advocacy so people across American can live stronger, longer lives.

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