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Krames Launches *Neurology Caregiver Kit*, the First Installment of 'Caregiver' Series

***Health Literacy Kit Addressing Stroke Recovery, Parkinson's Disease and Dementia
Endorsed by Family Caregiver Alliance***

Yardley, PA – August 2006 – Krames, the market leader in patient education, with the endorsement of the Family Caregiver Alliance, announced today the launch of the first installment of its 'Caregiver' series entitled *Neurology Caregiver Kit*, which provides essential and easy-to-understand information about the care of patients with Parkinson's disease, dementia and those recovering from a stroke.

Using simple language and fully illustrated with medical art, Krames' 'Caregiver' series skillfully represents complex medical information in a consistent and user-friendly manner. Each booklet in the series contains 16 pages of information that covers the continuum of care from explanations of each condition's diagnostic tests to medication treatments and rehabilitation options.

Additionally, National surveys have consistently shown that a caregiver's well-being, including his/her mental, physical and emotional state significantly impacts the well-being of the patient. With that in mind, each title in the Caregiver series includes valuable information for maintaining the caregivers' health.

"As most caregivers are not healthcare professionals, understanding how to best care for a patient can be a confusing, frustrating and fearful experience," states Jean Neiner, Senior Vice President of Sales and Marketing at Krames. "We are very proud to provide caregivers with the comprehensive material they need to ease their burden and make their lives and the lives of their patients more comfortable."

"As Baby Boomers age, the number of people with these and other disabling conditions will increase," commented Bonnie Lawrence, Manager of Communications, Family Caregiver Alliance/National Center on Caregiving. "As treatments for these conditions improve over time and people live longer, they will require more specific assistance from caregivers than ever before. Seventy percent of long-term care is provided in the home, not in facilities. The clear and practical information Krames provides helps ensure that patients receive good care at home, as well as in the hospital. We are honored to be a valuable resource to caregivers with any questions or concerns they may have, as well as providing them with helpful strategies of how to ensure they take proper care of themselves."

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.

Family Caregiver Alliance/National Center on Caregiving

Family Caregiver Alliance (FCA), founded in 1977, serves as a public voice for caregivers, illuminating the daily challenges they face, offering them the assistance they so desperately need and deserve, and championing their cause through education, services, research and advocacy. Long recognized as a pioneer among caregiver organizations, FCA operates programs at local, state and national levels. FCA offers direct support services to caregivers in the San Francisco Bay Area, and is the lead agency and model for California's statewide system of Caregiver Resource Centers. FCA's National Center on Caregiving (NCC) serves as a central source of information and technical assistance on caregiving and long-term-care for policy makers, health and service providers, media, program developers, funders and families nationwide. NCC research and publications document emerging trends and caregiver needs and services throughout the country.

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