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**Krames Partners with Reuben Hoar Public Library to
Improve Health Literacy for the Community**

***Krames to Donate User-Friendly, Web-Based Health Content to
Local Library Patrons Via Public Computers***

Littleton, MA – September 2006 – According to Institute of Medicine, nearly half of the American population--90 million people--have difficulty comprehending and using medical information properly. The result has been an increase in patient hospitalization and emergency room visits. As part of its ongoing commitment to health literacy, Krames, a leader in patient education, is donating a new web resource that offers best-of-class health and wellness content to the Reuben Hoar Public Library.

With simple to read information designed in a user-friendly format, Krames On-Line (KOL), is an accessible database of health education material written at a basic reading level in both English and Spanish. As a free public service, Krames On-Line (KOL) will be available at the Reuben Hoar Public Library computers.

“We are grateful to Krames for providing us access to Krames-On-Line at the Reuben Hoar Public Library,” stated Marnie Oakes, Director of Reuben Hoar Public Library. “Krames On-Line provides thorough and comprehensive medical information for patrons that they can view online, email to friends and print out.”

With the Internet becoming an increasingly popular source of information, more Americans are relying on it to answer common health questions. According to Pew Internet & American Life Project, more than 80% of online users rely on the Internet to obtain medical information. While it's well known that education is necessary to understanding and combating any health condition, the Internet can often offer conflicting or confusing information. Krames is responding to the growing demand for accurate and reliable Internet information by offering its health education materials to respected educational and reference institutions, such as the Reuben Hoar Public Library.

“Ensuring that the general public receives comprehensive health literacy information is a primary goal of Krames’,” said Jean Neiner, Senior Vice President of Sales and Marketing at Krames. “In addition to improving health literacy on universities, nursing schools and free clinics, Krames can now provide health care content directly to the community. Krames is honored to offer the Littleton community accessible educational materials used by over 300,000 healthcare providers nationwide.”

KOL's content is a collection of health articles that addresses common issues such as asthma, diabetes, cholesterol and pre-natal care. The KOL health info is similar to the content used in America's leading hospitals and healthcare facilities. The KOL library is organized in an “A to Z” format for browsing, or can be navigated via a keyword search option.

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.

Each year, there are nearly 50,000 visitors to the Reuben Hoar Public Library, and Krames will be available on all Reuben Hoar Public Library public computers.

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 1000 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 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 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.

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