

**Krames Online 3.0 featuring over 350 Health Education Videos Released**  
*Comprehensive Web Library of over 5,000 articles enhanced to  
improve visitor experience*

Yardley, PA – October , 2008 – Krames, the experts in patient education, has released a new version of its comprehensive consumer online health encyclopedia, Krames Online. The latest release, Krames Online 3.0, includes 364 evidence-based patient education videos, 252 in English and 112 in Spanish. With the launch, Krames brings the most up-to-date and broadest patient education video library to healthcare websites nationwide.

“Krames Online is a perfect complement for any consumer health website,” explained George Parker, President and CEO of Krames. “Whether you are a hospital, private practice or health plan, part of the mission of your website is to quickly and easily provide visitors perusing your website with answers to their health related questions. Krames Online is designed to provide those answers and, with the addition of our video content we help our clients effectively reach and teach more people.”

Featuring a very easy to navigate A-to-Z interface along with keyword searching, Krames Online can function as the information backbone of any consumer health web site. Featuring over 5,000 text-based articles – each in English and Spanish – Krames Online 3.0 extends Krames signature health literacy design principles to video. “Krames videos are evidence-based and peer reviewed,” continued Mr. Parker. “These are not brief snippets of infotainment but true patient education designed to support informed decision making, increase self-efficacy, and motivate positive health behavior change. The videos apply Krames superior instructional design in a format that has been shown to increase retention 16 times more than static content.”

For more information on Krames Online, call 800-333-3032 or visit [www.krames.com](http://www.krames.com).

**About Krames**

Founded in 1974, Krames (a division of MediMedia) is the market leader in patient education, wellness, and safety materials, producing over 1,500 titles in more than 37 specialty areas. Krames is the exclusive patient education publisher for American Heart Association/American Stroke Association and American Lung Association. Krames’ print/electronic patient education content is used by over 86 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](http://www.krames.com).

**About MediMedia**

Headquartered in Chatham, NJ, with 1,600 employees in offices throughout the U.S., MediMedia is a publishing and information company which educates physicians and patients about drugs, diseases, therapies, health, safety and healthy lifestyles and is managed through two distinct business segments: the Patient Education Group and the Pharmaceutical Group. The Patient Education Group provides patient education content sponsored by the full set of healthcare stakeholders, including employers, hospitals,

health plans, physicians, patients and pharmaceutical companies. Customers purchase patient education products and services from MediMedia because these products and services help them lower healthcare costs. The Pharmaceutical Group provides content and application-based marketing solutions for pharmaceutical companies, spanning their entire marketing continuum during a drug's lifecycle, which are targeted to physicians, payers and patients. Customers purchase our pharmaceutical products and services because these products and services help them drive incremental drug prescriptions.

MediMedia is a Vestar Capital Partners portfolio company.

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