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Krames Takes the Gold, Silver & Bronze at the Annual National Health Information Awards *Krames Celebrates a Record of 35 NHIA Wins in 2005*

Yardley, PA – September 1, 2005 – Krames, StayWell’s premier provider of patient education materials, was recently presented with a record 35 National Health Information Awards (NHIA). Now in its 12th year, the prestigious NHIA competition honors excellence in the production of materials that address the increasing informational needs of today’s healthcare consumer.

Among the accolades presented to Krames were three Gold awards, five Silver awards, and five Bronze awards in Patient Education and Health Promotion categories. The three coveted Gold awards were in the Patient Education category for “Surgery for Colorectal Polyps and Cancer,” “Treating Erectile Dysfunction,” and “Living Well with Chronic Lung Disease.”

“It is particularly rewarding to receive the Gold award and recognition for Living Well With Chronic Lung Disease, because this was our first comprehensive workbook for pulmonary rehabilitation,” said George Parker, President and CEO of Krames. “As part of our commitment to health literacy, we strive to create engaging presentations to help people better manage their health. With that in mind, it is very gratifying to receive a Gold award for this new interactive workbook.”

Krames titles honored with NHIA Silver awards include “COPD: Chronic Obstructive Pulmonary Disease,” “Hernia Surgery” and “Quit Smoking.” Krames Bronze award titles include “Managing Heart Disease & Preventing Stroke,” “Cardiac Resynchronization Therapy” and “Avoiding Hidden Sodium.”

The National Health Information Awards program recognizes high-quality consumer health information and is organized by the Health Information Resource Center (HIRC), a national clearinghouse for consumer health programs and materials. Gold, Silver, Bronze and Merit certificates are awarded by Class, Division and Category. Using a rating scale of one to 100, a panel of health information experts from across the nation judge entries based on content, format, success in reaching the targeted audience and overall quality.

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 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 StayWell

StayWell is the Consumer Health Division of MediMedia USA. The companies that comprise StayWell represent the premier brands in consumer health publishing and include Krames, Health Ink Communications, and Harvard Health Publications. For 30 years, our clients have been using StayWell’s consumer health information products and services to reach their target audience in support of a wide range of business objectives. Through multiple channels, it is estimated that StayWell touches over 50 million lives annually.

StayWell combines unparalleled content with the ability to reach your target audience at home, at work, and when engaging the health care system – in print and online. To discover the wide range of products and services StayWell provides, visit www.staywellsolutions.com.

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