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**Krames Unveils Customizable Heart Health
Binder Series for American Heart Month
Application of Health Literacy Principles improves Patient Self-Management Skills**

Yardley, PA – February X, 2006 – Every 34 seconds, an American dies from a cardiovascular disease – making it the number one cause of death in men and women in the country, according to the Centers for Disease Control and Prevention. While the CDC cites lifestyle changes and the appropriate use of medications as the primary preventative measures to combat cardiovascular diseases, the National Council on Patient Information and Education reports that half of all patients forget their doctors' instructions. Just in time for American Heart Month, Krames, a proven leader in patient education materials, is releasing new binder kits that help patients better understand heart and vascular health.

Originally launched in 1999 with the highly successful Heart Owner's Manual, Krames is expanding the series to include a newly revised Heart Owner's Manual and two new additions: a Vascular Binder and Cardiovascular Binder. The three subjects offer comprehensive content that covers the continuum of care from explaining conditions, diagnostic tests, treatments, rehabilitation options and ongoing self-care management. The three-ring binders can be added to over time, allowing caregivers to create personalized health content as appropriate to a patient's condition.

"The addition of a Vascular Binder is well-timed, as recognition of peripheral arterial disease has rapidly advanced nationally and internationally. Without adequate access to sources of accurate information, patients with PAD have long faced their illness without the knowledge that they might use to diminish the significant impact of PAD on quality of life, heart attack, stroke, amputation, and death" stated Dr. Alan T. Hirsch, Director of Abbott Northwestern's Vascular Center, and Associate Professor of Edidemiology at the University of Minnesota School of Public Health. He added "The Binder should permit vascular-focused clinicians and vascular patients to customize their education content to match their educational needs. With the advent of national campaigns to provide content to clinicians (via the newly released 'PAD Guidelines') and to patients (via the national PAD Public Education Campaign, to be initiated in late 2005 by the National Heart, Lung, and Blood Institute and the not-for-profit PAD Coalition), individuals with PAD will finally have access to superb educational material".

Each binder series includes preprinted documentation sheets that use easy-to-understand text and detailed illustrations, feature simple checklists capturing evidence of a patient's education program and meet all current JCAHO documentation requirements. The affordable binders speed patient learning, saving valuable staff time and resources, and help reduce the volume of follow-up calls.

"The NCPPIE reports that 60 percent of patients are unable to report precisely what they were advised to do, even one hour after leaving a doctor's office," said James Ryan, Vice President and Publisher of Krames-StayWell. "The binder series, prepared in consultation with leading medical authorities, provides an individualized and engaging educational program that improves patient comprehension, compliance and outcomes."

For further information about the binder series, please visit www.krames.com/binders.

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 MediMedia

MediMedia offers some of the best-known brands in healthcare communications to both industry professionals and consumers. 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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