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**Krames to Participate in New Initiatives Announced at
American Lung Association® Nationwide Staff Conference**

*Leading Patient Education Publisher to Play
Key Role in Better Breathers Club Workshop*

Memphis, TN – February 24, 2006 – This week, Krames, a proven leader in patient education materials, will lead a session at a special workshop at the American Lung Association® Nationwide Staff Conference. Representatives from Krames will be presenting new national initiatives for the American Lung Association Better Breathers Clubs as well as officially launch the Krames4Lungs Program.

The American Lung Association-sponsored Better Breathers Clubs are facilitator-led education and support groups for patients, family members, or friends of adults suffering from a chronic lung disease. Initially conceived as a grassroots level campaign 35 years ago, the program has expanded to a network of clubs now in most states with meeting locations ranging from community centers to major hospitals and medical centers. As a result, the American Lung Association is spearheading a nationwide effort to implement standardized guidelines in the approach and execution of the program, and the award-winning Krames publication, *Living Well with Chronic Lung Disease*, will serve as the core participant manual for Better Breathers Clubs.

“With standardized guidelines now in place, Krames will be helping the American Lung Association more effectively deliver Better Breathers Clubs to hospitals and healthcare facilities,” said James Ryan, Vice President and Publisher of Krames-StayWell. “Our goal is to expand the reach of these clubs, make them more visible in their communities and improve the overall health and education of people impacted by chronic lung diseases.”

Also being presented at the conference is the Krames4Lungs website, which is dedicated to service local American Lung Association constituents by providing a centralized resource that enables them to purchase the entire American Lung Association library and selected Krames titles. The American Lung Association’s library includes over 60 individual health publications as well as complete health management programs such as Freedom from Smoking™, the American Lung Association’s smoking cessation program.

The Krames editorial team will also work with the American Lung Association team of public health educators to develop new titles and programs. The American Lung Association delivers educational materials and programs through a network of local Lung Associations that conduct community outreach as well as through distribution in public schools and health clinics nationwide.

“Every day, consumers nationwide turn to the American Lung Association for information regarding smoking cessation, lung cancer, asthma, COPD, and a host of other pulmonary related conditions,” explained Joe Fay, Vice President of Marketing & Communication, American Lung Association. “It is important that we provide the public with credible, consumer-friendly

information. Krames, with its ongoing commitment to health literacy, was a perfect fit for helping us meet our mission.”

From February 24th through the 26th, the American Lung Association and the Congress of Lung Association Staff will host the American Lung Association Nationwide Staff Conference in Memphis, Tennessee. Incorporating the theme, “Our Focus: One Vision, One Mission,” this 2006 conference will offer workshops on a variety of topics that aim to explore new tools and techniques to increase the success and visibility of the American Lung Association.

About The American Lung Association®

The American Lung Association® is the oldest voluntary health organization in the United States, with a National Office and constituent associations around the country. Founded in 1904 to fight tuberculosis, the American Lung Association today works to prevent lung disease in all its forms, with special emphasis on asthma, tobacco control and environmental health. The American Lung Association is funded by contributions from the public, along with gifts and grants from corporations, foundations and government agencies. The American Lung Association achieves its many successes through the work of thousands of committed volunteers and staff.

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