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**Krames, the Leading Provider of Patient Education, Announces
Partnership With Exit-Writer™**

September 30, 2003 (Yardley, PA) – Krames, the nation’s leading publisher of Patient Education products, announced that it has entered into a partnership with Parker Hill Associates, creators of Exit-Writer™, a leading emergency room discharge instruction program. The partnership combines the strength of two market leaders to create and market content-rich products for use in today’s demanding healthcare environment.

“Emergency visits are up dramatically over the past few years. During the same period, the number of emergency departments decreased by 15 percent. The strain on already over-extended ERs is taking a toll on those who have to professionally and compassionately deal with patients every day. As a result, many of our clients have requested a product in the area of ER discharge that can help them be more efficient and increase patient satisfaction. The Exit-Writer system does just that,” said Michael Riley, Group President, Krames-StayWell. “We chose Exit-Writer because of our shared philosophy of providing the best in patient education to our clients. This partnership allows us to bring a cost-effective solution directly to our clients that is consistent with the quality and accuracy that they have come to expect from all our products.”

“While we have already had significant success in the market, our partnership with Krames will provide the infrastructure we need to expand our market reach. In addition, with Krames’ support, we can move forward in our efforts to develop an inpatient discharge product,” said Dr. David Campell, president of Parker Hill Associates. “I see this partnership as an important opportunity to further our company mission -- directly contributing to the care of patients by providing them with clear and comprehensive discharge instruction documents while improving the efficiency of the medical staff so they can focus more on patient care.”

Exit-Writer, a market leader in the field of hospital discharge instruction, was created by David Campell, MD, FACEP, President of Parker Hill Associates and a practicing Board Certified Emergency Physician. During his career in emergency medicine, Dr. Campell has served on the teaching faculties of the University of California, San Francisco and Stanford University School of Medicine. For more information, please visit www.exitwriter.com.

Founded in 1974, Krames-StayWell (a division of MediMedia, USA) is the market leader in wellness, safety and patient education materials, producing over 1,500 titles in more than 32 specialty areas. Krames’ materials are used by over 80 percent of American hospitals and more than 1000 managed care organizations and employer groups, over

300,000 physicians and nurses in hospitals and private practices, and some 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.