



FOR IMMEDIATE RELEASE

MILLIONS OF PEOPLE WITH GOUT ARE SUFFERING NEEDLESSLY

WILLIAMSVILLE, NY - April 30, 2008 - Despite the fact that gout has been well understood for many decades, a recent study found that 78% of people living with this disease are receiving suboptimal care from their physicians and are suffering needlessly. For years, gout was considered by most doctors to be a painful but otherwise harmless disease, which is why interest in research and proper management for this condition waned, and with it, the quality of care for gout sufferers.

Gout is caused by a buildup of uric acid in the body, a condition known as hyperuricemia. New research has revealed that hyperuricemia may increase the likelihood of several very deadly diseases such as heart disease, kidney failure, diabetes, stroke and liver failure. This new research suggests that hyperuricemia and gout may be life-threatening conditions.

Patient education is the major key to helping those with gout get the quality of care they need. To this end, Ayerware Publishing announced today that it has released a new book entitled "Beating Gout: A Sufferer's Guide to Living Pain Free," by Victor Konshin. Culled from the review of over 300 scientific research articles and texts, "Beating Gout" is a compilation of the latest medical information on the best treatments for gout, management of hyperuricemia, and diet and lifestyle implications. "Beating Gout" is the most comprehensive resource for sufferers of this chronic condition, detailing its causes, progression, diagnosis, how to stop a gout attack in its tracks, reduce the occurrence of attacks and practical tips for managing hyperuricemia.

Dr. Ralph Argen, MD, FACP, FACR, a gout expert and reviewer of "Beating Gout," explains: "Fifty years ago, treating and managing gouty arthritis was interesting and exciting. Rheumatology knew the cause, could accurately diagnose gout and had definitive drugs to manage and treat it. Since then there has been a lack of new ideas, thoughts and drugs – good management has waned. This book sets the record straight on the best way to diagnose, treat and manage gout."

The author, Victor Konshin, adds "I am always struck by the horror stories I hear from people who are still having frequent and intense gout attacks. When I ask them a few questions about how they are managing their gout, it quickly becomes clear that no one has ever explained to them how to manage this disease, how to use gout medications properly or make even the simplest of lifestyle changes to avoid gout attacks. Also, information found on the Internet offers a confusing mess of contradictory advice. I quickly realized that "Beating Gout" needed to be written." "Beating Gout" aims to educate gout sufferers so they can take charge of the management of their condition – and how they can live a long, healthy, and pain-free life.

CONTACT: Greg Williams, Marketing Director, Ayerware Publishing at (716) 404-2807 or greg@ayerware.com. Visit <http://www.beatinggout.com/> for more information.

P. O. Box 1098
Williamsville, New York 14231-1098
T 716.404.2807
F 716.404.2551
info@ayerware.com
www.beatinggout.com